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PERIODICAL

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. XLVIII No. 1

JULY 1, 1928

Per Copy 20c

PAINESVILLE NURSERIES

TREES

Plants

Seeds

-----FRUIT TREES

Small Fruits

DECIDUOUS TREES

EVERGREEN TREES

SHRUBS

Hardy Vines

ROSES

Best Field Grown

HARDY PERENNIALS

POT GROWN ANNUALS

BEDDING PLANTS

DECORATIVE PLANTS

BULBS

FULL LINE OF SEEDS

SINCE 1854

THE STORRS & HARRISON CO.

"Painesville Nurseries"

PAINESVILLE, Lake County, OHIO



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ROCHESTER, N. Y.

American Fruits Publishing Co.



New York State Grown
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Specializing in Car Lots
of
APPLE - PEAR - PEACH

Special prices on
BARTLETT PEAR, BALDWIN APPLE,
ELBERTA PEACH

Also a Full Line of
ORNAMENTAL TREES
SHRUBS AND ROSES
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In Carlots

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VARIETIES, GRADES AND PRICES

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CULTRA BROS., Mgrs. ONARGA, ILLINOIS

Vincennes Nurseries
W. C. REED & SON VINCENNES, IND.

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Both Sweets and Sours

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FRUITS AND ORNAMENTALS

featuring especially

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LOOK IT OVER

ADVANCE TRADE LIST for the 1928-29 season has been mailed and you will find it chuck full of good things. For instance look at that Butterfly Bush offer on page 4.

If, for any reason, you did not get your copy of this list, let us know because you surely ought to have it.

Visit us this summer—you will be welcome any time you can come.

And don't forget that we specialize in WANT LISTS.

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Wayside Gardens

HARDY PERENNIAL PLANTS
EXCLUSIVELY

Write for Trade List.

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New Jersey



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DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo.; July 16, 1929, Boston, Mass.

Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.

Arkansas Nurserymen's Ass'n.—J. E. Britt, Secy., Bentonville.

California Assn. of Nurserymen—Mrs. H. W. King, Sec'y., 487 Chamber Commerce Bldg., Los Angeles, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Sec'y., Manchester.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Sec'y., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Fred Worsinger, Sec'y., Tacony, Pa.

Fruit and Flower Club of Western New York—J. C. Hoste, Newark, N. Y.

Illinois Nurserymen's Association—N. E. Averill, secy., Dundee, Ill., Jan. 16-18, 1929, Hotel Sherman, Chicago.

Iowa Nurserymen's Association—Harold J. Parnham, secy., Capitol City Nurs., Des Moines. Nov. 1928, Cedar Rapids.

Kansas Nurserymen's Association—James N. Farley, Sec'y., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Sec'y., St. Matthews.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., West Newbury.

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo.

Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln.

New England Nurserymen's Association—W. N. Craig, Sec'y., Weymouth, Mass.

New Jersey Association of Nurserymen—John Marselle, secy., Wyckoff, N. J.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y.

Northern Retail Nurserymen's Association—C. H. Andrews, secy., Faribault, Minn.

Ohio Nurserymen's Association—Royce Pickett, secy., Clyde.

Oklahoma Nurserymen's Association—W. E. Rey, sec'y., Oklahoma City.

Pacific Coast Association of Nurserymen—C. A. Tonneson, secy., Burton, Wash. July 11-13, 1928, Olympic Hotel, Seattle, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rocky Mountain Nurserymen's Assn.—Chas. C. Wilmore, Secy., Box 382, Denver, Colo.

Rhode Island Nurserymen's Association—Daniel A. Clarke, Secy., Fiskeville.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

South Dakota State Nurserymen's Association—J. B. Taylor, sec'y., Ipswich.

Southeastern Nurserymen's Ass'n.—Otto Buseck, Sec'y., Asheville, N. C.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern Nurserymen's Association—W. C. Daniels, Sec'y., Pomona, N. C., Sept. 12-13, 1928, Memphis, Tenn.

South Texas Nurserymen's Ass'n.—W. R. McDaniel, Sec'y., Alvin, Tex.

Southwestern Nurserymen's Association—Thomas B. Foster, Sec'y., Denton, Tex., Sept. 12-13, 1928, Memphis, Tenn.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Twin City Nurserymen's Association—H. G. Loftis, Sec'y., St. Paul, Minn.

Western Association of Nurserymen—George W. Holsinger, secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Sec'y., Estevan, Sask.

Wisconsin Nurserymen's Association—W. G. McKay, Sec'y., Madison.

We Have Had a Very Satisfactory Trade, And Know That You Have Too

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By the way—You know we grow Evergreen Liners in quantity too, and our soil seems to be ideal for producing fibrous roots. If you use understocks for grafting you cannot beat our **Transplanted Norway Spruces at \$70.00 per thousand**, or our **Colorado Spruces at \$100.00 per thousand**. Just the right heaft. We also have a beautiful lot of **transplanted Douglas Fir (the good, hardy, compact growing, blue variety) 10-12" at \$125.00 per thousand**. Also **American Arbor Vitae, Pinus densiflora, banksiana, flexilis, mughus, sylvestris**, and a large list of fancy varieties from cuttings and grafts.

We welcome your inquiry for our special price quotations on your wants.

THE COLE NURSERY COMPANY

Painesville, Ohio

LABELS FOR NURSERYMEN

THE BENJAMIN CHASE CO.,

DERRY, N. H.

CLOSING TIME: FOR TRADE ADVERTISEMENTS

AMERICAN NURSERYMAN—Semi-Monthly

<p>1st of Month Issue</p> <p>First Forms: - 23rd each month</p> <p>Last Forms: - 25th each month</p>	<p>15th of Month Issue</p> <p>First Forms: - 8th each month</p> <p>Last Forms: - 10th each month</p>
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If proofs are wanted, copy should be in hand previous to above dates
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We have grafted a few thousand Franquette Walnuts on Eastern Black purposely for our Eastern Trade.

It's the Soil, Climate and the Know How that produces our Superior Quality Ornamentals.

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in all old and new varieties and grown in the famous Chautauqua-Erie Grape Belt.

Sixty years' experience in growing and furnishing strong, fibrous roots of well-known HUBBARD COMPANY grade.

Prompt shipment.

Attractive prices made on quantity lots.

T. S. Hubbard Co.

FREDONIA, N. Y.

Say you saw it in "American Nurseryman"

AMERICAN NURSERYMAN --- July 1, 1928

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch. "AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copy for of current volume, 30c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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French Fruit Stocks

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Japanese varieties—Auratum, Album, Rubrum, Magnificum, Auratum Platyphyllum. French northern grown Candidum. Regale. Standard cases.

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High grade, extra size Tulips,—Darwins, Single and Double Earlies, Cottage, Breeders, etc. Hyacinths and Crocus.

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Selected pot-grown seedlings for lining out.

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Much heavier than the usual run. Sempervirens and Suffruticosa ready for immediate resale. Several sizes, balled and burlapped with our own burlap squares.

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Heavy thrifty New England grown, small and medium sizes. Balled and burlapped. Scarce Thujas, Retinosporas, Juniperus, etc. Also grafted lining out stock shipped in Spring.

Non-perishable materials carried in stock at our own warehouse for immediate shipment. We offer you best QUALITY and SERVICE at reasonable prices. When in need of real service—WIRE. When requesting quotations please state requirements.

McHUTCHISON & CO.

95 Chambers St.,

New York, N. Y.

... The ...

Bridgeport Nursery

Established 1875

Carload lots for Fall 1928

CHERRY PEACH APPLE

CATALPA BUNGEI

one and two year heads

SHADE TREES

and a general line of

SHRUBS EVERGREENS

PERENNIALS ROSES ETC.

C. M. HOBBS & SONS

BRIDGEPORT, INDIANA

Largest Nursery in Indiana

QUALITY

plus

SERVICE COUNTS

A CLEAN UP ON

Ornamental Shrubs, H. T., H. P.,

and Climbing Roses

**NOTHING LEFT IN THESE ITEMS THIS
PAST SPRING. INDICATIONS ARE FOR
A STRONGER DEMAND IN ALL LINES
OF STOCK THE COMING SEASONS.**

**LET US HAVE YOUR ORDERS EARLY
AND BE PROTECTED.**

C. R. Burr & Company, Inc.

MANCHESTER, CONNECTICUT

We do not Sell at Wholesale to Retail Buyers

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XLVIII

ROCHESTER, N. Y., JULY 1, 1928

No. 1

NURSERYMEN'S IMMEDIATE NEED OF TRADE EXPANSION

Important Work Before the Industry Outlined Graphically By Chairman E. C. Hilborn of the A. A. N. Distribution Committee

EVERY OTHER BUSINESS IS BUILDING EXCEPT THE NURSERYMEN'S

In our report a year ago we urged the importance of a full time secretary; one that could give his full energy to the matter of market development. The executive committee agreed with this but at the beginning of the year's work the right man had not appeared. Realizing that such a man is likely to continue through the years it seemed wise to proceed carefully. In the meantime our committee was requested to carry on the best it could. While we have hired no secretary we have engaged the services from time to time of certain individuals that could render us real help. One of these men who has rendered us valuable service is Harry O'Brien.

Mr. O'Brien was instructor in agricultural journalism at Ohio University and a feature writer for the Country Gentleman. He has given our committee a considerable portion of his time this year. Much of his work is of a nature that would be unwise to discuss in a report that becomes more or less public. Mr. O'Brien has made most favorable contacts with the editors of publishers of prominent magazines of the country. To give you just a bird's eye view of some of his work I may call attention to the following that I have been able to check up from the correspondence in my office. Mr. O'Brien has been in personal conference with editors of twenty-three magazines. He has been in touch with several others by correspondence. He has stimulated at least six prominent magazine articles that we can check. He has written eighteen articles for publication. He has arranged with five different writers who have written articles at his suggestion. He has supplied photographs to many editors that have been used in various garden departments. Through his activity he has been engaged to write monthly letters for Better Homes and Gardens to appear the next year. He has supplied a considerable amount of information to several very prominent magazines. We know of certain garden departments that have been opened during the year partly at least through his efforts.

There is a growing attention being paid by editors to the garden interest of the readers. Those of you who read the magazines must be impressed with the constantly increasing number of articles on horticultural topics that appear in many of the magazines. We are satisfied that Mr. O'Brien's activities have accomplished more

than we would dare to boast of openly. We feel that this activity has been very much worth while. There is no other line of trade that has the natural appeal that does ours. I can think of no industry that gets



E. C. HILBORN, Valley City, N. D.
Chairman Distribution Committee, A. A. N.

so much free advertising as the nursery industry. I can think of no line of business whose propaganda is so readily welcomed as the stories of beautified cities, parks and home grounds. People have inherited their love of trees, fruits and flowers; it becomes easier therefore for us to put across our interesting message. For this reason it is all the more the pity that so fertile a field has remained uncultivated, at least it has not been cultivated by any master hand in a systematic way.

Now these magazine articles and garden departments are all right so far as they go. They keep people thinking about fruit, trees and flowers. It is a field that needs to be encouraged and the many contacts that have been established this year should not be neglected but should be carried further. There is, however, another side to the picture. If we are going to speed up consumption to any considerable extent we must do it by putting into the minds of the public certain planting ideas; that is, certain styles of planting.

I wish every Nurseryman in the A. A. N. could clearly see the possibilities in this

field of the public's education. Let me illustrate what I mean: See what has been done in a short time to the old ice box. By a clever campaign the entire idea of electric refrigeration has been put into the public mind. This notion that electric refrigeration was "the thing" has caused many a housewife to throw out the ice box and put in a high priced Frigidaire. This idea was not in the public mind a few years ago but has been put there by a real campaign. We have seen many other styles go across in a similar way.

The Nurseryman has many ideas that will give the country real service and at the same time consume quantities of Nursery stock. But the ideas are not getting across rapidly. Suppose for example that we could get the idea firmly fixed in the public mind that foundation planting is quite the proper thing; that a house without foundation planting is simply a disgrace; that many home owners would be ashamed to invite their friends to their home if the bare foundation was showing.

Idea No. 2. Here is the idea that every home grounds should be outlined with the informal border. Many places have no border whatsoever and others have hedges. A hedge is supplied with light grade stock, cheap stock, for a few dollars. It is monotonous and fixed for a lifetime. The informal border is a thing of great beauty and of increasing interest. It consumes a variety of shrubs of various seasons; it supplies flowers from spring until fall; it supplies autumn colors. There is room in the informal border for evergreens and flowers. A man may be a gardener in his informal border. He may become a fan discarding old varieties and planting new as varieties develop. If the idea could be firmly fixed in the minds of our public that "it was the thing" it would take a tremendous quantity of ornamentals to supply the demand.

Idea No. 3. Most of us have been raised in a backyard with a large vegetable garden to hoe as the center of interest, but the backyard must go. The vegetable garden is going with the coming of autos. People haven't time to garden; besides there are wonderful vegetables supplied us by the corner grocery. Instead of a barren backyard we are to have an out-door living room made beautiful with trees and

(Continued on Page 22)

NURSERYMEN'S NATIONAL ADVERTISING CAMPAIGN

In Every Nurseryman's Interest—To Eliminate the Brush Pile—Eventually for Unlimited Production—Remarkable Opportunity To Be Seized

TO DOUBLE RETAIL NURSERY SALES IN THE NEXT FOUR YEARS

Outstanding Market Development Plan Launched at Denver Convention of American Association By Unanimous Vote of the Organization

ACTION BASED ON NATION-WIDE SURVEY OF THE NURSERY FIELD

FIFTY-THIRD annual convention of the American Association of Nurserymen was opened by President Walter W. Hillenmeyer on the morning of June 20 in the Colorado Hall of the Cosmopolitan Hotel, Denver, Colo., with a large attendance of members from all parts of the country. The hall was admirable for the occasion—on the ground floor of the hotel.

Invocation was pronounced by O. Joe Howard, Hickory, N. C. The members were welcomed by J. T. Roberts, Englewood, Colo.,—a belated welcome, he said, since Colorado Nurserymen had been noisily extending their greetings since Sunday morning. He repeated the typical Colorado: "Welcome. The town is yours. Name your poison." "We have practically no Nurseries; but come back and visit us in 1934, 1946, 1952 and we'll show you something in this line."

The response was by Lester C. Lovett in appropriate manner. Will Griesa, of the arrangements committee, outlined plans for entertainment supplementing that already provided. He exhibited a framed group photograph taken at the A. A. N. convention in Denver 18 years ago and asked how many of those present in 1928 were in Denver on the former occasion. Some twenty or twenty-five raised hands.

"A more energetic arrangements committee I can hardly conceive of," said President Hillenmeyer. "It has made our work very easy and our enjoyment pronounced."

President Hillenmeyer then delivered his annual address which is published in this issue. An ingenious adaptation of a traffic light signal in front of the president's table showed green, yellow and red when an extemporaneous address was made. It worked effectively. The speaker who read a paper was allowed to finish it. Vice-President William Flemer presided during the delivery of the president's address. Upon motion of John Fraser a committee of three on president's address, of which Mr. Flemer should be chairman, was ordered. The chair appointed as members of this committee Henry B. Chase and Miles Bryant.

Secretary Sizemore's annual report was presented. As usual, it showed that the expenses of his office were practically offset by receipts from traffic rebates and collection bureau activity. Applause greeted the report and President Hillenmeyer extended high praise to the secretary.

The first of three addresses by H. N. Tolles, president of the Sheldon School, Chicago, on practical salesmanship was delivered in characteristic style, amid much laughter, some real tears and great applause. These addresses were an elaboration, because of greater time therefor, of the noted address by Mr. Tolles at the January 1928 convention of the Illinois Nurserymen's Association, which was published in full in the *American Nurseryman* and re-

printed in quantity for wide distribution in the trade.

The addresses by Mr. Tolles constituted a main feature of the Denver convention program. They were particularly appropriate for the occasion, since they linked up directly with the keynote of the entire meeting. Results of the nation-wide marketing campaign will necessitate marked activity by each Nursery concern in the line of high-power salesmanship, in order to supplement, for direct returns, the nation-wide effort by the national organization. Mr. Tolles told the members how to supply effectively a greatly enlarged market and thus eliminate the brush piles. They were, therefore, very practical addresses.

James M. Irvine, advertising manager of Country Gentleman, Curtis Pub. Co., Philadelphia, Pa., discussed "Profitable Advertising for Nurserymen." He was among those who attended the A. A. N. convention in

Denver in 1910. He said he thought it practicable to increase demand for fruit trees—by making extensive culture by orchardists to produce greater and better crops. He repeated the arguments for better show grounds of Nurserymen and cited, as examples of effect upon the public, the Highland Park displays of lilacs and rhododendrons in Rochester, N. Y., and the attractions at the Lindley Nurseries in Greensboro, N. C.

The chair appointed committees: Resolutions—Earl Needham, W. B. Cole, John C. Chase; auditing, George A. Marshall, W. G. McKay, A. F. Lake.

Roy F. Wilcox announced plans for visiting California points, supplementing the attractive printed announcement placed in the hands of each person present. It was planned to have the Coast party travel together, stay at one hotel and enjoy two full days of sight-seeing and amusement.

Report on the Nation-Wide Nursery Survey

At the opening of the Wednesday afternoon session the presentation of results of a National Nursery Survey was made by L. W. Ramsey and E. G. Naeckel, of the L. W. Ramsey Company, Davenport, Ia., the horticultural advertising concern which, as readers of the *American Nurseryman* know, was engaged to ascertain the present extent of the Nursery trade and the field open to expansion.

Preliminary report of the first results of the survey, as presented by Chairman E. C. Hilborn of the distribution committee of the A. A. N. at the annual convention of the Illinois Nurserymen's Association in Chicago last January, was published in full in this journal. The formal report in detail of the results of the survey would require several hours for presentation. A comprehensive summary was prepared by the Ramsey Company for this convention, to serve as a basis upon which to base further action by the association for a nation-wide publicity campaign for a greater market for Nursery stock.

In his introduction of the subject Mr. Ramsey said: "We have been working long and have procured a great amount of material. The questions to be faced are:

"1—Is it possible to increase materially sales of Nursery stock?

"2—Can a practical method be devised?

"3—If an enlarged market is shown to exist will Nurserymen cooperate to develop it?

"The rapid expansion of competition in all lines in recent years makes market de-

velopment much more difficult than it formerly was. Amazing changes have taken place since 1917. Public attention has been centered on automobiles, moving pictures, radio, iceless refrigeration, chain stores, direct selling, mail order houses. What about the Nursery business? It is one of the oldest, following closely upon the covered wagon. We have been collecting facts and figures from all sources regarding this business. We have asked rather personal questions which have in no wise been evaded. How were these facts secured? Through the government census, commercial bureaus, state entomologists, correspondence and personal interviews with Nurserymen. From the trade in general a response amounting to 33 1/3% was received. Fifty-two per cent of the A. A. N. members responded. This is an excellent showing."

A number of large colored charts on easels were displayed by Mr. Ramsey to illustrate graphically the data accumulated.

Chart 1—Nurseries As to Sales Volume

31.2%	do less than \$10,000 per yr
40%	do between \$10,000 and \$50,000
6%	do more than \$200,000
10%	between \$100,000 and \$200,000
12%	between \$50,000 and \$100,000

The increase in business in the industry in the period 1919-1927 was considerable, due to the large number of small local Nurseries—from two acres upward which were added to the total. For instance, in Oklahoma the number of Nurseries increased from 76 to

One of the Most Important, Powerful Industries

100. In Ohio there were 727 Nurseries in 1927.

It has been declared that members of the A. A. N. do 90% of the wholesale Nursery business of the country. Out of a list of 2000 names 361 in 1927 had an annual volume of \$73,560,000. It has been guessed that the volume of the Nursery business per year was \$50,000,000. Through figures obtained in this survey the volume is shown to be \$80,000,000. And a check-up shows this to be quite accurate.

Thus it appears that the Nursery industry of America is not only one of the most important, but also one of the most powerful.

Chart II—Volume of Stock Sold

Ornamentals 74.48%. Fruit 25.52%
Shrubs 22.30%. Evergreens 17.79%
Ornamental Trees 12.37%. Roses 11.21%
Wholesale—Of the replies received 341 Nurseries conduct both wholesale and retail business. In the entire industry the ratio is 11.62%, an increase of 3.2% increase per year in the last 10 years.

Retail—The increase in the business of those who do not issue a catalogue has been due principally to better transportation facilities, visits to Nurseries and effect of display grounds.

As to those concerns which issue catalogues it was found that of the number re-

plying 817 publish catalogues; that is to say 35% to 40% of those doing a retail business. The cost of doing business has steadily increased; so that now the smaller concerns are doing a more local business. The larger increase in the last five years has been in the local business done.

Agents—Of the total sales the agency concerns do 58.2% or \$46,000,000 of the total volume of business. Out of 30 concerns 9 lost in volume, 11 increased and in the case of 10 there was no change. Forty-nine per cent of the Nurseries replying have landscape equipment.

Dealers—This is an unknown quantity. Most of them have a little store or an acre of ground.

Department Stores—Here there has been increased activity. The department store sometimes places large orders with the wholesaler; \$18,000, for instance in just one order. Department and seed stores are good advertisers. Sales of Nursery stock in stores increase sales in other departments of the stores. These stores are here to stay and their competition must be recognized and must be met by better selling methods.

Landscape Architects—Out of 157 Nurseries the average volume per Nursery of sales to landscape architects was \$6,883.

Is the Nurseryman Ready for Action?

Nurserymen's Mental Attitude

The question arose: Is the Nurseryman ready for action? The large percentage of effort has been and is directed to the growing end. Competing industries have been strong on the selling end. It is gratifying to see decided interest in sales. All want to do something, but few know how to go about it.

"The Nurserymen have said that they did not support former selling plans because they believed they were not well based. They desired a program definite enough to get somewhere. Former programs were inadequate. The sums proposed to be spent collectively were not as large, even, as some of the concerns were expending in publicity individually.

"Expressions of twenty-seven of the most prominent Nurserymen were to the effect that any effort to be successful must extend over a long period of time.

"The Southern Nurserymen's Association of Nurserymen and the Illinois Nurserymen's Association have already pledged their support of a national advertising campaign."

[At this point Mr. Naeckel, of the Ramsey Company continued the presentation of the survey results, showing the field that is awaiting development.]

"The market," said Mr. Naeckel, "is simply divided into fruits and ornamentals. The market for fruit trees is saturated. C. A.

Tonneson, executive secretary of the Pacific Coast Association of Nurserymen says: 'The change in the fruit market is surprising. Six years ago there were 700 varieties. Many Nurserymen burned many trees.' To increase the sale of fruit trees we must consider the amount of fruit that is being consumed. It is small in comparison with the amount consumed in other years. Yet the fruit tree sales by Nurserymen constitute an important part of the industry. The volume of fruit tree business is 25.52% of all the Nursery business—more than \$20,000,000 per year. It can be stimulated by the introduction of new varieties. The market will fluctuate. Sales to home owners could be greatly increased."

Market for Ornamentals—This embraces

- 1—Institutional (schools, etc.)
- 2—Domestic (homes)

Of 263,000 schools 10% are planted. A single mailing to this field yielded \$26,000 and the field was only dented. Reaching the big domestic market automatically reaches the institutional market.

Domestic Market—How large is it? What part can easily be sold? What constitutes householders? Where do they live? It must be considered that the home owner may live in the city, the town or the country; that his income is important, that his capacity to buy is reduced by the amount of space he has already planted and that the construction of new homes greatly increases

(Continued on Page 10)

HOTEL LOBBY ECHOES

Discoverer of Colorado Blue Spruce—An interesting event in connection with the Denver convention was the unveiling by the officers of the A. A. N. of a bronze tablet on a huge boulder in Bear Creek Canon, Rocky Mountains, 12 miles from Denver, in memory of A. A. Parry, Boston scientist who discovered the Colorado blue spruce in 1852. President Hillenmeyer, Vice-President Flemer, other members of the executive committee of the A. A. N., a few other Nurserymen and some Denver officials were in attendance, Mr. Hillenmeyer making the principal address. J. T. Roberts, Jr., of the Denver committee on arrangements was active in the plans for the unveiling.

Why Boston in 1929—The New England Nurserymen's Association says: "In the vicinity of Boston there are numerous horticultural attractions, such as the Arnold Arboretum, Boston Park System, Harvard Botanic Garden, private estates and commercial establishments which are of interest to Nurserymen.—Historical points around Boston will interest not only the Nurserymen but the ladies as well.—Hotel accommodations in Boston are unexcelled. Boston has more new fine hotels than any city in the country.—It will be 17 years since the Association met in Boston.—We want you."

Augustine Gets a Big Hat—John T. Roberts, of the local arrangements committee, early promised his ten-gallon hat to Vice-President A. M. Augustine. On the last day, with Will Griesa, of the Western Association committee, Mr. Roberts rounded up Mr. Augustine in the hotel lobby and ceremoniously presented the souvenir which Mr. Augustine greatly appreciated, saying he would treasure it long. The hat was parcel posted to Normal, Ill., where it will doubtless be on exhibition throughout the summer in the bank of that town. "I hope it will fit," said Mr. Roberts. "Goodness knows I've suffered all the week stretching it for you."

By Airplane to Convention—C. Mavro Warren, of Nusbickel-Warren Nurseries, specializing in citrus stock and roses, San Dimas, Cal., had a transportation ticket quite different from that of the average convention attendant. Casually he remarked that he came over from the Coast by air and liked it so much that he was going back the same way. He occupied one of the two available passenger seats aboard a mail plane from Los Angeles to Denver, via Salt Lake City, Utah, and Cheyenne, Wyo. The trip is made in 12 hours—about one-fourth the train time and at only double the train cost. He was literally mailed to Denver, duly weighed and registered and ticketed, though scarcely canceled. Anyone can make the trip this way, says Mr. Warren, if he gets "mailed" in time to secure the limited space.

Three Generations of Salesmen—F. T. Ramsey, the venerable head of the Austin, Tex., Nursery, attended every session in Denver. "It was 52 years on June 9," said he, "that my father put me on a horse and sent me forth to sell Nursery stock. My son, James, rode over the very same route years afterward; and now my grandson, 18 years old, started this year in a Ford over the same route!"

A Home Owner Potential Market of \$1,250,000

the prospective volume of sales of Nursery stock.

A computation included in 1920 12,488,000 city dwellings and 12,037,000 rural dwellings. Of this number of city dwellings 4,680,688 were owned wholly or in part and of the number of rural dwellings 5,973,000 were owned wholly or in part—a total of 10,580,711 owned homes in the United States. The better class of these owned homes are planted. 2.2% of the incomes of these owners average \$5000 per year. 99.8% average below that figure. As to the rented homes the landlord must be reached directly. Negroes constitute 9% of the population.

As to ornamentals there is no particular difference at present in the demand for varieties North, South, East or West. It may surprise many that sales of lawn mowers are larger in the rural than in the city districts.

Nursery products are one of the main products sold. Many new homes are being built and there is a growing desire for better homes.

The Well Planted Place

What constitutes a well-planted place? Six widely separated cities were chosen for a test. Five homes valued at \$10,000 each, with lots 50 x 150 feet were selected in each of the following named cities: Davenport, Ia.; Dayton, O.; Taunton, Mass.; To-

peka, Kan.; Memphis, Tenn., and Greensboro, N. C. (Charts were shown to illustrate computations). The average amount of planting on 30 home properties in each of these cities—a total of 190 homes—disclosed a remarkable uniformity.

The average home property is only 22% planted.

The front yard is 30% planted, the rear yard 93 3/5% unplanted.

The front yard is 70% unplanted; the rear yard 93 3/5% unplanted.

Consulting five Nursery catalogues and taking average prices, it was found that for the average home place shrubs to the value of \$39.46 are needed; and for the well planted place \$178.95.

Questions were asked of the owners as to their yard plantings. The owner of the well-planted place said: "I have only begun." The owner of the poorly planted place said: "I have given the matter no thought. Have been interested in other things."

There is a home-owner potential market of \$1,250,000.

As to the renter, the landlord can be interested by reason of the value added to his property by the use of Nursery stock, as the result of general public education extending to prospective renters.

The market for ornamental Nursery stock is unlimited. Sales are limited only by study and intelligent approach. Sales can be doubled in four years' time.

How Nurserymen Are Facing Competitive Industries

Competitive Industries

No longer is the Nurseryman in marked competition with his brother Nurseryman. The faced brick industry doubled the volume of business by intelligent general association advertising in 2½ years; the flower industry twice doubled its volume in 8 years; the greeting card industry did a business of \$10,000,000 in 1913 and \$50,000,000 in 1925.

Practically every industry which has employed cooperative advertising is planning increased appropriations therefor. The idea is sound.

Competitive Retail Sales

How do competitive retail sales compare with the Nursery industry? Figures on this subject were given in a February issue of the American Nurseryman.

Entomologists report that 104% more acreage of Nursery stock is being planted now than was planted in 1919. How about the outlet?

In the last few years the volume of Nursery agency business has practically been unchanged. Department store, seed store and mail order sales of Nursery stock have greatly increased. The Sears-Roebuck catalogue in 1927 had two pages devoted to Nursery stock. Its catalogue this year devotes five pages to this matter and uses color in its display!

In years past Nurserymen have raised ob-

jections to national advertising, saying it was not practical because many Nurserymen are specialists; that it is difficult to get Nurserymen together on a project because of sectional differences.

Answer: As to the man who sells evergreens mainly in the Southeast or the Northwest, a large part of the advertising money is spent in his section. Any campaign must be national, for all sections, all kinds of stock.

The problem of the Nursery industry is to make people conscious of the condition of their home grounds; not to sell an apple tree or a rose, but to sell the idea of securing beauty through planting, to make people desire attractive homes.

What others have done we can do. Nothing is done by trying to overcome all obstacles at the outset.

The opportunity before the Nurserymen embraces consideration of

- 1—The home owners of America.
- 2—A Billion Dollar Market.
- 3—Knowing the possibilities of the Rear Yard.
- 4—Recognition of the fact that the home owner education reaches all prospective planters.

The problem is to induce the home owner to

- 1—Desire attractive grounds.

2—To attain a conception of the value of the properly planted place.

Appeal to Pride—Few observers see the inside of the homes they pass daily; all see the outside. Then, too, the life of the gardener makes for happiness and contentment; the children are educated in appreciation of beautiful things in orderly arrangement. Direct and marked increase in value of property attends the planting of trees and shrubs.

Reaching the Home Owner—This can be done in various ways. It is a tremendous task, of course, to educate 10,000,000 home owners. What is wanted as the back bone of the task is to place a medium, carrying the message, in every home. This can be undertaken through imparting the message in a combination of the following mediums:

- 1—National magazines.
- 2—Booklets.
- 3—Garden magazines.
- 4—Free publicity.

Publicity—Already the Nurserymen are benefiting directly from much free publicity in newspapers and periodicals. A national movement for beautifying the country is thus instituted; it should be extended. Yard and garden contests, with photographs of the winners for use in flower shows, can be supplemented by radio broadcasting.

Improved Selling Ideas—This can be attained by sending a bulletin every two weeks to the trade, by pamphlets, booklets, free advertising material, slogan insignia and prepared addresses with lantern slides.

If this movement shall induce Nurserymen to throw away the hammer and get out the horn, a four years' campaign will not be a skyrocket.

Cost—All that is worth while costs something. Nurserymen should be able to put on a campaign of this kind at much less cost than almost any other business men, by reason of the nature of the business. Much publicity will be had for which they will not be called upon to pay. They should double their retail volume in a four-year period.

Might Be in Operation in Spring

Close attention was given throughout by the members present in large number. The chair called for discussion. Henry Klehm asked whether a more definite idea as to the probable cost could be given.

Mr. Naeckel—"I cannot say what the cost will be. No doubt the thing to do would be to determine the minimum amount necessary. Then to make a still more accurate survey as to the paying possibilities and see if the two can meet. It might be 1-5 of 1% or 1-3 of 1%."

Mr. Klehm—"Would the grower and the retailer pay in different proportions?"

Mr. Naeckel—"Probably the committee you would appoint could arrive at a figure systematically."

Paul C. Lindley—"How long would it take to put the campaign into operation if it is decided to go ahead?"

Mr. Naeckel—"The Nursery industry has two seasons, spring and fall. If it is desired to have the plan in operation by next

Estimated Cost: \$200,000 a Year for Four Years

spring, action on the matter must be quick. before anything can be done the money must be collected. The whole plan of operation must be worked out. It must be ascertained how much will be needed to finance a four-years' campaign. The laundrymen appropriated a million a year; the florists half a million. We estimate that the Nurserymen's campaign will require \$100,000 to \$200,000 per year for four years. The nature of your product makes such a figure practicable probably."

W. G. McKay—"Has there been any thought of soliciting contributions from allied concerns—garden furniture manufacturers, seedsmen, implement men, etc.?"

Mr. Naeckel—"Yes."

Mr. Wohlert—"The program is exceedingly modest. We in our own business expect to devote \$4000 to \$6000 to publicity."

Lloyd Stark—"About ten years ago we had a proposition for advertising. Since

then I have felt that cooperative advertising in our industry could not be successful. After hearing this exposition I am convinced that it is possible and probable that it can. I would not be interested in a plan providing for a fund of only \$50,000. The amount named by Mr. Naeckel indicates that we could get somewhere. Whatever we pay in four years' time is going to come as an assessment out of our bonfires. Details need not be discussed here; they should be left to a committee. I hope we may get under way next spring. Let us do it as soon as we can and with confidence." (Applause)

J. T. Roberts—"I am contributing to the florist fund. I think these gentlemen have their proposition better in hand than has the Millis Agency for the florists after five years and after spending a million dollars. It will be a pleasure for me to support the proposition."

Recommendations by the Executive Committee

President Hillenmeyer presented the executive committee's recommendations as follows:

1—That the American Association of Nurserymen goes on record in favor of an organized marketing campaign during a period of four years as per plans outlined.

2—That a separate bureau be set up to handle the details necessary for an advertising campaign of such character, the bureau to be allied with the association.

3—That a committee of 20 to 40 members representing all geographical points in the country be named to act in an advisory capacity and to iron out all the wrinkles.

E. P. Bernardin—"I move the adoption of the committee's report."

Earl D. Needham—"This is the most important thing on the program. I believe the proposition can be put through and that it should be. But many of us have had no opportunity to digest the matter and I am wondering if it should not lie over and be made a special order of business at 10 o'clock tomorrow morning."

Proposition Ironed Out and Unanimously Approved

Thursday morning's session was opened with an address by L. B. Scott, of the U. S. Bureau of Plant Industry, stationed in Shafter, Cal., in the conduct of investigational work for the production of American fruit tree and rose seedling stocks. Mr. Scott's work represents the government's cooperation with the Nurserymen to whom he has reported progress of development from time to time. He has no connection with the Federal Horticultural Board, though he was on his way to the Washington, D. C., hearing before that board on June 27, in response to request for a report, stopping over in Kansas to view conditions in the Kaw Valley seedling district.

The special committee appointed to report upon the recommendations of the executive committee for putting into effect the national publicity campaign for market development reported the result of its deliberations as follows:

W. S. Griesa—"I move that this committee go on record as approving an organized advertising and market development campaign, extending over a period of not less than four years."

The motion, duly seconded by Roy F. Wilcox was put to a vote and carried unanimously.

Lester C. Lovett—"I make a motion

that this committee recommend that a separate bureau be set up, yet affiliated with the association, to handle the proposition of advertising and market development.

The motion was duly seconded by Henry T. Moon and upon being put to a vote was carried unanimously.

O. W. Fraser—"I would like to offer here a resolution expressing confidence in the executive committee and in the Ramsey Company, to go ahead with this program, subject to ratification by the convention as a whole."

The motion was duly seconded by Mr. Hilborn and upon being put to a vote was unanimously carried.

Henry B. Chase—"I move that it be the sense of this committee that the expense of this publicity and market development campaign shall not exceed in cost to any one member of this association more than one half of one per cent of his gross business per annum."

The motion was duly seconded by Paul Stark and upon being put to a vote was unanimously carried.

Mr. Needham presented the following resolution:

"We approve the plans and recommendations (Continued on Page 12)

CONVENTION SIDELIGHTS

Pacific Coast Party—In the party which was personally conducted to the Coast after the Denver convention, by Roy F. Wilcox and son, Montebello, Cal., were: E. S. Welch, Mr. and Mrs. Natorp, Mr. and Mrs. L. C. Brown, Mr. and Mrs. C. W. Vredenburg, D. C. Brown, N. E. Averill, P. F. Willems and wife, Mr. and Mrs. W. W. Hillenmeyer, W. B. Cole, Mr. and Mrs. Frank Fields and the Messrs. Bohlender. Others went to the coast at different times and some motored over the mountains.

Another Fiftieth Anniversary—Among Nursery concerns this year celebrating an anniversary is the Milton, Ore., Nursery Co., established in 1878 by A. Miller whose two sons, Sam A. and C. Bert Miller, were at the convention. At the Nurserymen passed out of the assembly hall after one of the sessions, cartons of the well-known Bing cherries from Oregon were passed out. Also souvenirs of the anniversary, in the form of a pocket tape measure, were distributed. The company has developed steadily until it now has 354 acres under irrigation.

Salesmanship Course in Demand—Interest in the instruction given by the Nurserymen's teacher, H. N. Tolles, in the Salesmanship Course conducted on two days of the convention—three outstanding lessons—was so pronounced that when Henry T. Moon in open convention remarked that he understood that there are printed lessons in such a course, prepared at the Sheldon School in Chicago, of which Mr. Tolles is the president, and available for use in group instruction in Nurseries, there was something of a rush to register for procuring the course. The Sheldon School has been in existence 27 years; it has a quarter of a million students in salesmanship all over the world. It was suggested that the course could be made available to Nurserymen's sales forces on a basis of 5 cents in cost for the employer and 5 cents for the employee. "I would like to help extend the influence of this convention time throughout the year," said Mr. Tolles, as he made a special price to the Nursery trade.

Party from Pacific Coast—The Nurserymen of the Pacific Coast were represented at the convention by Roy F. Wilcox, Montebello, Cal.; Charles W. Howard, Hemet, Cal.; George Roeding, Jr., Niles, Cal.; John A. Armstrong, Ontario, Cal.; Albert Morris, San Fernando, Cal.; A. McGill, A. H. Steinmetz, Portland, Ore.; S. A. Miller, C. B. Miller, Milton, Ore.; C. A. Tonneson, Burton, Wash.; F. A. Wiggins, Toppenish, Wash.; C. B. Chenoweth, Mount Vernon, Wash.; A. T. Gossman, W. D. Plough, Wenatchee, Wash.

Pacific Coast Association—Secretary C. A. Tonneson said the annual convention July 10-12 in Seattle will be devoted mainly to business matters. There will be important committee reports and a special study of the subject of landscaping from all angles. Trips will be made for this purpose to the parks and fine resident sections of Seattle each afternoon of the meeting.

Praise for the Burlington Route—The party in the Nurserymen's special train, Chicago to Denver, was enthusiastic in praise of the service rendered on this personally conducted excursion. Every want was anticipated. The two dining cars afforded quick service and the long observation car was continually filled. John Fraser manipulated the talking machine. Ample room throughout the train afforded opportunity for the tete-a-tetes, card parties and trading conferences. The train pulled into Denver's Union Station exactly on time.

Tolles Addresses Convention Feature—Reprints Ready

tions that have been presented to us by the special committee appointed to consider the market development report, and we hereby instruct the executive committee to form the necessary organization to carry on the work."

Mr. Bernardin—"The question is on the adoption of the report of the executive committee."

The Chair—"That subject was made a special order of business for this morning's session."

The resolution by Mr. Needham was then adopted by a unanimous vote.

The Chair—"It will be necessary to provide an advisory committee, in accordance with the recommendations. The executive committee will make this appointment. We are going to do everything in our power to make this undertaking a success."

The Tolles Addresses

An outstanding feature of the convention was the delivery by President H. N. Tolles, of the Sheldon School, Chicago, on these subjects:

Wednesday morning—"Building Nursery Business Through Increased Man Power."

Thursday morning—"Managing Men in Business."

Thursday afternoon—"Fundamentals of Successful Selling."

These addresses constituted an elaboration of the remarkable address by Mr. Tolles at the annual convention of the Illi-

nois Nurserymen's Association in Chicago last January, which was published in full in the *American Nurseryman* and was reprinted and provided in quantity for distribution within the trade by trade associations and trade concerns.

A limited supply of these reprints is still available.

Mr. Tolles' graphic portrayal of the principles of successful salesmanship, with striking blackboard illustrations, held the close attention of his audience through long periods three times in two days. The Nurserymen were students in the school of sound business practice which Mr. Tolles conducted in this time. The course was particularly valuable and appropriate in view of the necessity for the application of just such principles in marked degree by every Nurseryman who would gain the full results of the market development campaign about to be launched. The Denver course of instruction clearly showed that the emphasis repeatedly placed by this journal on the importance to the trade of the principles so strikingly enunciated was warranted. That Nurserymen who have not sat under the spell of Mr. Tolles' telling elucidation do not appreciate the waste of time and effort and the loss of opportunity that results from haphazard procedure is shown by the fact that demand for copies of the Chicago address though considerable, was not commensurate with its great importance.

Year Around Planting the Coming Practice

A symposium of experience with the comparatively new practice of making practicable the planting of certain kinds of Nursery stock on customers' premises throughout the summer elicited much interest.

Clarence Siebenthaler, Dayton, O., said: "In this matter I may say that some stock is difficult to handle successfully directly from the field in the summer season. Vines and perennials are in this class; but these can be potted. We dig when dormant quantities of stock otherwise difficult to handle in summer, with a moderate size ball of earth—such as birches, red-bud, pines, spruces, flowering crabs. These are heeled in or placed in a cool storage until wanted.

"By far the greater number of plants we dig right from the field, such as all the viburnums, barberry and evergreens having fibrous roots. We have prepared a list for our use, based upon experience. I would say that one may well start with the promise that all stock can be handled for summer planting; and then by experience eliminate certain kinds that it is found cannot be handled successfully for the purpose. Last summer we handled without disadvantage to the stock Lombardy poplars—one of the meanest things to handle—up to 10 to 15 feet.

"Dormant stock does not satisfy customers in the summer time. They want the leaves on. There are no particular tricks about it. Nurserymen are gradually creeping up on this idea. Last summer we did enough work of this kind to balance up the pay roll which otherwise would exceed the returns. Heretofore Nurserymen and their employees have been searching for reasons why the customer should not plant in the summer. Now the talk is reversed and all hands are interested in pushing business. We have taken in during the summer in the manner outlined a total of \$29,270 with a pay roll of less than \$18,000. If we made

any money in the spring, therefore, we were able to keep it and add \$11,000. The 20 men on this work maintain the pay roll for the others on general work. There is every reason for believing we can do still better. A cordial invitation is extended to you all to visit us in Dayton and observe the practice."

William A. Natorp, Cincinnati, O.—"We have had experience similar to that of the Siebenthalers. My belief is that one of the principal reasons for the business of retailers not assuming proper proportions is the lack of sufficient plants for retail outlet. Spring and fall we are rushed with work. It is difficult to get the right kind of help. Now with summer planting, the output goes right on. We do not at any time stop selling for immediate planting. Today is the time to serve the customer—otherwise you lose time; and you cannot buy additional time. Even if plants do not bloom this season, an established planting for next season is affected. There is no doubt that the plan is profitable. It is much easier to sell a man plants when they are in full bloom than in the cold spring and fall months. The customer, too, can be shown just how the plant will look. We are better able to sell for an outside living room and to create satisfaction by comparison with a neighbor's premises. During the blooming season of any particular plant sales are very large, and so all down the line. When we were compelled to say to the customer that he cannot plant until fall, many sales were lost. Today our summer business equals our spring business."

O. W. Fraser, Birmingham, Ala.—"I may outline our experience in the sunny South. We have been forced into summer planting in order to keep our working force busy. Many customers now demand summer planting. Builders of new houses, real estate men, are anxious that their premises be planted at once. If we cannot

do it the house may be sold before it can be done. The buyer usually has put all his ready money into the purchase price and is not interested at the time in planting. It may be a year before he is in a position to act. Whereas, by being able to serve the builder of the house, the cost of planting goes into the mortgage and is scarcely noticed. We have about seven months of summer. We have obtained the best results by 'curing' plants in cool storage from three to five days—no artificial cooling. We spray once a day in that time. A plant freshly dug from the field suffers a shock, but if stored the brief time named it becomes calloused and is better able to withstand the sun. Plants dug in the fall are with open roots; in the summer all with balls. Our loss in summer has averaged 5%; in the winter 7½%. Principal loss in summer was due to deficient balls. Some of the types hard to handle directly from the field we put up in advance. We get a special price for these. On deciduous plants we add 25%. That is to say if a job ordinarily would cost \$1000 we ask \$1250. For potted roses, for instance, we get under this plan \$1.50 instead of 75c. Our business last year in summer landscape planting (after June and up to November) amounted to 40% of our fall and winter planting. We do not make big money in summer planting, but the returns maintain our force and they show marked increases each year for reasons stated by Mr. Natorp.

"In summer planting the plants do not make much growth the first year and hence the blooming is scarce. But in the second year, it is found, such plants exceed in progress of growth the stock planted when dormant. By adding perennials and roses and bedding stock a fine showing can be made, pleasing the customer. Last summer was very dry with us, but plants went through with small loss. In addition to balling we give the plants a good deal of extra care, watching them and watering them—a practice which is much appreciated by the customers, 75% of whom are particularly pleased with results. In some sections plants are being put under lath covering; but we find this is too expensive. You who are doing business in a city certainly should try summer planting."

President Hillenmeyer—"We find summer planting very successful. The only drawback is that it keeps us so busy that we do not have time for a vacation!"

J. A. Armstrong, Ontario, Cal.—"In California summer has been a closed season for Nurserymen. During the last two years, however, planting has been going on all summer—landscape planting. You who have been in California have seen the wide use of the tin can or 5-gallon container—acres of Nurseries thus equipped. The tin can is not an attractive article, but people out there are used to it for plant purposes. They expect to receive plants in gallon or 5-gallon cans. We have a good many canneries in California. Cans are very cheap. Many cans discarded by manufacturers because of slight imperfections can be obtained. There are brokers who make a business of supplying cans to Nurserymen. One gallon cans (about the size of an 8-inch pot) can be had for \$8 per 1000, with the tops cut out and with holes punched in the bottoms to permit drainage. A 5-gallon can will hold an ornamental plant 3 to 5 feet; 5 to 6 and 6 to 7 feet in some cases. Practically all roses are sold in Los Angeles in cans, blooming,—except those used in mail order sales. But we do not do everything in cans. Coniferous stock does not

VICE-PRESIDENT AND NEW EXECUTIVE BOARD MEMBERS



W. G. McKay, Madison, Wis.
Member Executive Committee, A. A. N.



A. M. AUGUSTINE, Normal, Ill.
Vice-President American Assn. Nurserymen



PAUL V. FORTMILLER, Newark, N. Y.
Member Executive Committee, A. A. N.

Standard Plant Names Deficit to Committee

do as well in cans as does broadleaf stock. It never gets 'hot' in California, but occasionally the mercury in the thermometer goes up high. Summer planting is on the increase in California, though the practice is not so easy as it is in the East."

President Hillenmeyer—"I hope that at next year's convention we shall have further interesting reports on this important subject. Another important subject in this connection is the matter of competition with department stores. Believe Mr. Siebenthaler and Mr. Fraser have had experience with special sales days in summer planting practice."

The nomenclature committee, through Chairman Harlan P. Kelsey, in its report urged the advisability of clearing up the deficiency resulting from the lack of sufficient sales of "Standardized Plant Names" to meet the cost of production. The balance outstanding is \$2600. The committee reported that it would probably be 10 years before a new edition would be issued and then by that time 10,000 names would probably be added. In the opinion of the committee the Nurserymen alone would not be justified in attempting a new edition. It was proposed that one-half the amount of the deficiency be paid by the American

Association of Nurserymen and the remainder by individuals through purchase of copies of the book.

It appearing that the fact that the Nursery industry is only one of several interested in the production of the book was being overlooked, E. S. Welch asked: "Are there not others interested in this subject?"

O. Joe Howard—"I understand that one-half of the deficit is \$1300. I move that this association pay it."

Mr. Welch—"Before we vote on this subject I would like to know what this association has already paid and what other associations have paid toward the expenses of the committee in the production of the book."

President Hillenmeyer—"The secretary advises me that this association has given approximately \$5000 to the project."

Henry T. Moon—"I suggest that this whole matter be referred to the executive committee to ascertain what other associations represented in the joint committee propose to do; the executive committee to have power to act." This action was taken.

J. Horace McFarland, Harrisburg, Pa., sent a communication outlining the provisions of the new postal regulations to become effective July 1st. These have been given in the *American Nurseryman*.

New Arbitration Practice—Limited Liability Clause

Earl D. Needham presented report of the arbitration committee. He said that he had found it advisable to require those applying to the committee to sign contracts to the effect that they would abide by the decision of the committee. It was reported that three cases had been settled by the committee and the amount of the award paid in full. In one case both sides made claims, each for an amount due by the other party. The committee in this case was unanimous as to who was the creditor and who was the debtor. An award was made. "This had not been paid up to the time of the convention but we are advised that it will be paid in full. The committee had in mind recommending a change in the Constitution to provide for the contract feature referred

to; but President Hillenmeyer covered the subject in his address and we presume it will be taken care of in regular course." The report of the committee was ordered received and placed on file.

Chairman E. S. Welch reported for the committee on standardization giving lists of sizes recommended as standard for various classes of shrubs; also rose bushes. As to evergreens, Mr. Welch suggested that members of the association would do well to consider the recommendations made in printed form by the ornamental growers of the association in its report submitted to that association in January 1926.

George A. Marshall—"In the grading of shrubs, would you say '2 to 3 ft. shrub' or would you say '2 ft. shrub'?"

Mr. Welch—"The idea is to save time by contracting that expression and saying '2 ft. shrub'. Also '7/16 caliper' instead of '7/16 to 9/16' etc."

Mr. Welch also presented a report regarding Nurserymen's liability clause. He said that upon legal advice the committee recommended the following as a practical, protective wording of such clause:

LIMITED LIABILITY CLAUSE

In the event the Nursery stock or any part of it sold by ——— should prove to be untrue to the name under which it is sold, or prove not to be of the kind or quality of Nursery stock it was sold for, or ordered for, a replacement of the stock as originally ordered or intended to be sold, without charge therefor or a refund of the purchase price, shall be a complete and entire satisfaction for any and all liability therefor to the seller, and such replacement or refund of the purchase price it is agreed shall be the liquidated damages and all the damages to which the purchaser shall be entitled by reason of the premises. Except for such limited liability as herein set out, the seller ——— gives no undertaking or warranty expressed or implied as to the description, quality, growth, productiveness, or any other attribute of the Nursery stock sold.

(Note)—The above clause, contains all the agreements between the parties and there are no verbal agreements or representations with respect to the same except as herein set out.

"This is longer than would be desired," said Mr. Welch, "but we are advised by attorney that no less is needed to make the clause entirely effective."

Mr. Manahan—"Is this liability clause recommended for the use of wholesalers as well as retailers?"

Mr. Welch—"Yes; it is a limited liability clause—not a disclaimer."

Mr. Welch also presented a report on trade terms, a subject which has been reported upon at previous conventions.

TRADE TERMS OF CREDIT

Roy F. Wilcox—"As to terms of credit: It is customary in the trade to make settlements once or twice a year. Suggestions have not seemed sufficient to affect uni-

Standardization, Discounts, Nursery Storage

versal practice as to terms of credit mainly on a 30-day basis. In my opinion this subject ought to be seriously considered. The California Association of Nurserymen discussed the subject very thoroughly 4 or 5 years ago. We have made a lot of improvements. We have Nurseries in our state now for the most part on a 60-day basis. Many of us elect to do business on a 30-day basis. This might not be practical as to stored stocks for use in a following season; in that case the invoice could be dated accordingly.

"As to offering discounts: Some do; most do not. There is a rapidly growing practice among business men of discontinuing the offering of discounts. Two per cent in 10 days from date of invoice amounts in a year to 24%. Those who are giving such cash discount are giving away a lot of money. I suggest that this be made a subject for discussion at next year's convention and perhaps an expert should be invited in to discuss practical terms of credit."

The several reports by Mr. Welch were adopted.

President Hillenmeyer—"In this matter of standardization of Nursery stocks as to

sizes, etc., I think the Nursery trade will benefit directly in the case of department store competition, among other things. If a department store is advertising 2 to 3 ft. Vanhoutte, it will have to live up to its specifications."

Nursery Storage Investigations

F. A. Wiggins, chairman of the committee on storage investigations reported progress in the investigation and recommended in a resolution that an appropriation from the Government be asked to make a special study of Nursery stock storage.

"There is great need of knowledge on this subject," said Mr. Wiggins, "storage losses have been very heavy due to crude methods; such losses must be passed on to the ultimate planter. The economic waste thereby from which the public suffers should spur the Government on to make a special study of the matter, for instance, at the Arlington station, which is equipped to experiment effectively. It seems that a great saving to the nation should be made when the needed knowledge ought to be easily obtained."

The resolution asking a modest appropriation for the purpose was adopted.

Change of Meeting Date, Arbitration, Fees

Chairman Miles Bryant of the special committee on the president's address reported in substance as follows:

1. **Change of Meeting Date**—That article 5 of the Constitution be amended to read that the annual meeting of the American Association shall be held on the third Tuesday in July each year at such place as may be designated by the association or its executive committee.

2. **Appropriations**—That a new clause be added to section 11 of the Constitution to provide that no resolution calling for an appropriation shall be acted on at a meeting of the association until it has been submitted to the executive committee or a report to the meeting and a resolution accompanying the same; if the report of the executive committee is unfavorable to the proposition, it is provided that the matter can be passed upon favorably only by two-thirds vote of the association.

3. **Sinking Fund**—Insertion of a paragraph in section 4 providing that the treasury maintain a separate reserved fund of \$10,000, invested as the executive committee may direct; the profits therefrom not to be dispersed except by two thirds vote of the members present at a convention.

4. **Arbitration Committee**—To clarify section 9 so as to read in effect that the arbitration committee shall consist of a chairman and four members (a total of five members) appointed by the president to consider cases presented to it by members of the association. The parties directly concerned in a case shall sign an approved form of contract agreeing to abide by the decision of the committee. Both sides are to submit papers, invoices, correspondence, etc. Each member of the committee is to consider each set of papers separately. If only one party presents papers and if during a period of 30 days thereafter no papers are received from the other party involved, the committee must proceed with the case, the findings of the committee are to be transmitted to the interested members. If, then, either party fails to abide by the decision of the committee in the following 30 days' time the committee shall notify the delinquent party (inclosing a copy of the section of the By-Laws) that if he does not

conform to the ruling of the committee within 60 days thereafter, his membership in the association will be forfeited without further action.

5. **Membership Dues**—In article 7 a paragraph be inserted to the effect that the entrance fee for both active and associate members of the association be \$20 (this is an initiation fee; not an annual membership fee).

In the event of vacancy of the office of president, the vice-president shall have the power to fill the vacancy. In the event of vacancy of both president and vice-president the executive committee shall have power to fill the vacancy temporarily.

Before a vote on the proposed amendments was taken M. Cashman inquired as to the constitutional provision regarding constitutional changes—whether notices of such changes must be given in advance of the meeting at which they are made. Chairman Bryant quoted from the Constitution to the effect that the Constitution may be amended at any regular meeting of the association by a vote of two-thirds present.

Paul Fortmiller—"Why not provide that the sinking fund shall be at least \$10,000, so that it may be made more, if desired?"

Chairman Bryant—"It is believed that any amount greater than \$10,000 would take too much of the working capital out of the treasury."

Mr. Fortmiller—"Then in order to increase the sinking fund, it would be necessary to have another amendment?"

Chairman Bryant—"Yes."

The old custom required members to arbitrate their business differences; and it did not provide specific penalty applied by the rulings of the arbitration committee. It is realized that the association cannot compel a member to refrain from using the courts instead of the association's facilities in matters of arbitration, if he desires.

It has been found also that without a penalty for failure to abide in the committee's rulings some of the committee's work is ineffective.

Committee on Resolutions

Chairman Earl D. Needham of the committee on resolutions reported that such royal entertainment had been provided by

(Continued on Page 15)

HEARD IN THE MEZZANINE

W. S. Griesa was among those who went to Monument, Colo., to view government development of forestry.

Miller Brothers, Milton Nursery Co., Milton, Ore., distributed cartons of Bing cherries to the visitors as they filed out of the assembly hall Wednesday noon.

Thomas A. McBeth, Springfield, O., planned to remain in the vicinity of Denver a month. He has made numerous trips to Rocky Mountain points in recent years.

A Michigan Nurseryman registered at the Shirley-Savoy found a .44 caliber revolver in a dresser drawer in his room and surprised the clerk at the desk who said: "Well, what next!"

An appropriate address in a program devoted mainly to extension of markets was that by Prof. Elmore Petersen, Boulder, Colo., on "Broadening the Field of the Nurserymen."

Fred W. von Oven and party, Naperville, Ill., enjoyed a motor trip of 175 miles in the mountains in the direction of Leadville early in the week and another later on. He found the experience invigorating after his recent long illness.

Retiring President Hillenmeyer and party are on an extended tour of Canadian and United States points of interest for the period up to August 15. Call for an A. A. N. executive committee meeting on August 5 may contract the tour.

Charles A. Ilgenfritz, Monroe, Mich., exhibited at the convention a faded photograph of a group of Nurserymen taken at the convention in Denver 18 years ago. Prominent in the picture are represented Mr. Ilgenfritz, his brother Frank L., and Rev. C. S. Harrison of York, Neb., long a familiar figure at A. A. N. gatherings.

With characteristic enterprise the Mountain States Telephone and Telegraph Co. placed in the mail boxes of guests at the hotels cards announcing telephone rates to points back home, each card bearing the rate to the home city of the person addressed. For instance the price of a three-minute talk, under the station-to-station day rate to Rochester, N. Y., was \$5.25.

Every effort was made, both by the local committee and the railroad representatives, to arrange and rearrange transportation tickets so that visitors could proceed to the Coast in groups. Mimeographed announcements were circulated from time to time, citing regular and special schedules for train departures and information as to points of inquiry for further information upon arrival.

Press representatives at the Denver convention included N. H. Nelman, Florists' Review, Chicago; Edward Baker, Southern Florist, Fort Worth, Tex.; E. L. D. Seymour, Florists Exchange, New York; Thomas R. Thompson, Western Florist, Los Angeles, Cal.; Ralph T. Olcott, American Nurseryman, Rochester, N. Y.; Miss Helen Benton, Benton & Brown Reporting Service, Kansas City, Mo.

Visitors Profuse in Expression of Appreciation

the cooperation of the Western Association of Nurserymen and the Rocky Mountain Association, and through such a number of individuals working day and night that it was difficult to attempt even to designate names for special appreciation. The association was indebted to one and all. "It was realized that outstanding in all this array of well-comers, guides and counselors there stood out much of the time Will Griesa, representing the Western Association, and Carlisle Ferguson and John T. Roberts, representing the Rocky Mountain Association. Very many were also under special obligation to R. M. Barteldes and T. R. Thompson of the local committee. The Nurserymen were under great obligation also to the Convention Bureau of the City of Denver, whose secretary, Mrs. W. G. Oakes, worked wonders in her personal attention to the visiting

Policy of Association on Seedling Embargo

In view of the hearing before the Federal Horticultural Board in Washington, D. C., on June 27th in the matter of fixing a date for the operation of the proposed embargo on foreign fruit tree and rose stocks, a printed questionnaire was distributed to the members at the close of one of the sessions with the request that it be filled out and returned to the secretary the next morning. The purpose of this is to obtain a consensus of opinion, in writing, of the large portion of the Nursery trade represented in annual convention, to be taken to Washington by Chairman Henry T. Moon of the

Prof. C. E. Cary Named Publicity Secretary

President Hillenmeyer announced that immediately after the final adjournment of the convention a meeting of the executive committee and the new advisory committee, so far as it was able to assemble the members for this, would be held for the purpose of ironing out some of the details in connection with the work of the market development campaign and to draw up an agreement with the L. W. Ramsey Company subject to final contract later. "We are proceeding carefully," said Mr. Hillenmeyer, "so as to make the campaign a success."

"I may announce at this time that Prof. C. E. Cary of the Minnesota Agricultural Experiment Station has been engaged to take care of the special publicity work which we have in mind in connection with the development campaign. Prof. Cary is especially equipped for this purpose. I will ask him to say a word to you."

Election of Officers—Boston in 1929

On the last day of the convention reports were made by Chairman Henry T. Moon for the legislative committee reviewing the work of the fiscal year; by Chairman Robert Pyle (through Henry Hicks) for the arboreta committee reporting the status of the national arboretum movement and arboretum development in California; by Mr. Pyle (through Secretary E. L. D. Seymour) on the plans for United Horticulture; by Attorney Morton Q. Macdonald, A. A. N. legal adviser, on legal aspects of the industry; by Chairman Ralph T. Olcott of the necrology committee on deaths of A. A. N. members during the year; by Chairman Clarence Siebenthaler on trade relations; by Paul Stark, chairman of the plant patents committee, and by Henry B. Chase, chairman of the crown gall committee.

Mr. Needham presented the report of the committee on place for the next convention and the nominations by the regional committee for officers of the association.

ladies. Indeed, she was the convention hostess. To Manager Moore and his son, of the Hotel Cosmopolitan, the association desires to acknowledge the highest degree of courtesy and great assistance at all times in making the guests thoroughly comfortable. The enterprise of the local committee in producing the daily paper "Noise for Nurserymen" is particularly recognized. The little paper certainly made a real noise and conveyed a lot of interesting information.

"As to every feature of our entertainment it is beyond us properly to express our appreciation."

"I move, Mr. President, a resolution and a rising vote of thanks." President Hillenmeyer added a word of appreciation. The vote of thanks was extended vociferously.

legislative committee and Attorney M. Q. Macdonald for use at the hearing.

In an announcement in regard to the questionnaire Attorney Macdonald, suggesting the policy of the association, said that it had been thought that some recommendation should be made by the association to the Federal Horticultural Board on the subject of seedling embargo. Mr. Macdonald said that while the association has asked for the results of experiences of the members with fruit and rose stocks he was strongly of the opinion that the association should not make any recommendation, at least before all the facts are available.

Prof. Cary—"Members of the association: As I am your youngest servant perhaps for the present I should be seen and not heard. I think we appreciate unusually that we are on the threshold of a great opportunity and are about to open wide the door and step over the threshold on a broad field. My experience for 18 years with the Nurseries in Minnesota and the nearby states has acquainted me with the work of your industry. My toes are on the mark and I am ready to go when you shoot the gun."

F. A. Wiggins—"How fine it would be if we could have a copy of the report of the National Survey in the form of a pamphlet sent to the members; so that we could study it in detail and be better equipped for carrying one."

President Hillenmeyer—"That is one of the details for the committee to work out."

It was recommended that the 1929 convention be held in the city of Boston (the time is fixed by the Constitution).

Donald Wyman—"I bring the New England Nurserymen's Association's hearty invitation to hold the A. A. N. convention in Boston next year. I hope that we shall make it as pleasant as was this one. We have already engaged the headquarters hotel and as there are no other conventions of importance in Boston at the time there will be ample room."

The association voted for Boston unanimously.

Election of Officers

The following officers were placed in nomination by the committee:

For president—Wm. Flemer, Jr., Princeton, N. J.

For vice-president—A. M. Augustine, Normal, Ill.

For members of the executive committee: Two years, Walter W. Hillenmeyer, Lexington,

ton, Ky.; Paul Fortmiller, Newark, N. Y.; for one year, W. G. McKay, Madison, Wis.

Mr. Needham—"I move that the secretary cast one ballot for the above names as those elected for the ensuing year." A ballot was cast and the election was formally announced.

New Officers Presented

President Hillenmeyer called the newly elected president to the chair and in an appropriate speech delivered to him the gavel.

"The contact with this fine bunch of fellows during the coming year will be well worth the effort," said he to Mr. Flemer.

President Flemer—"It is hard for me to express the deep appreciation of this high honor. I hope I may be enabled to carry on with the cooperation of your executive committee. I would like to say a few words in regard to the great problems before us. The only way we can put them over is by full cooperation of the membership. We officers are merely your servants. There is great necessity for developing a better industry. I believe we should all think more of specialization—a definite phase of the business according to the way each concern's organization is best fitted for a special purpose. This will avoid much cross fire and considerable waste of effort."

"As to the National campaign: Never was a time in industry so important as the present to promote truth in advertising. Only when the printed word is passed do we get full effect of our effort."

For Minneapolis in 1930

M. Cashman—"In respect to the sign on the wall: 'Minneapolis-St. Paul 1930' I invite the association to hold its 1930 convention in the greatest twin cities in the United States. Beautiful in setting, wonderful to behold." (Applause)

Mr. Manahan—"I invite this association to hold its convention in 1930 in the twin cities of Detroit-Windsor."

Mr. Cashman—"Why Windsor?"

Mr. Manahan—"Well, just come and see. You will find it a wonderful place in 1930."

The chair presented the new vice-president and the new members of the executive committee: Messrs. Augustine, McKay and Fortmiller. The other members of the executive committee were then called to the platform and seated in a semi-circle.

The executive committee is now composed of:

Wm. Flemer, Jr., President, Ex-Officio, Princeton, Ill.

A. M. Augustine, Vice-President, Ex-Officio, Normal, Ill.

M. R. Cashman, Owatonna, Minn.—1 year.

John Fraser, Jr., Huntsville, Ala.—1 year.

W. G. McKay, Madison, Wis.—1 year.

Walter W. Hillenmeyer, Lexington, Ky.—2 years.

Paul Fortmiller, Newark, N. Y.—2 years.

Appreciation for Officers

Mr. Needham—"It would not be right to adjourn this convention without a word of appreciation for the work of our retiring president, Mr. Hillenmeyer, the executive board members and Charley, our secretary. I move a vote of appreciation, promising loyal support and cooperation to our officers and committee." The vote was given heartily.

Mr. Cashman—"We owe a debt of gratitude to these heads of the committees, E. C. Hilborn and Henry T. Moon." Expression of appreciation for the work of these gentlemen was appropriately made.

Upon motion of Mr. Wyman, seconded by Mr. Lindley, the convention adjourned.

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE
AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely Independent.

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Advertisements should reach this office by the 8th and 25th of the month previous to the date of publication.

If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., JULY 1, 1928

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists."—John Watson.

IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

The Mirror of the Trade

REAL WORK AHEAD

The Nurserymen of the country, through the action of the leading concerns, wholesale and retail, represented in the national association last month in Denver determined to launch a national publicity campaign to develop a wider market for the distribution of Nursery stock of all kinds.

It was decided by unanimous vote at the American Association of Nurserymen convention:

To start work on preliminary plans at once, on the basis of the National Nursery Survey instituted by the Distribution Committee at the direction of the Executive Committee, as per resolution passed by the American Association at its 52nd convention in Cleveland last year.

To aim at arrangement of the many details during the ensuing months so that the campaign may be in actual operation next spring.

To conduct the campaign through a subsidiary organization of national association members to be set up for this special purpose and under a special designation, accountable to the national association and aided by the activities of an advisory committee with membership in considerable number so located geographically as to have every section of the country represented therein.

To finance the undertaking through the company which made the National Nursery Survey, assisted by the advisory committee.

To conduct the campaign over a four-year period.

To supplement an aggressive direct advertising campaign with an indirect publicity service under the supervision of a publicity secretary.

It will be seen that this is one of the most, if not the most, important undertaking in the history of the American Nursery Industry—an industry which while not among the largest ranks as among the most important, according to the experts. The need for action of this kind, on a firm basis with promise of real results is shown by the Survey presented to the association in Denver and published in full outline in this issue. Strikingly portrayed is the result of the New Competition to which the attention of readers was directed in the February 1 and March 1 issues of *American Nurseryman*.

Enough was hinted in that issue—reporting the announcement made by Chairman E. C. Hilborn of the Distribution Committee of the A. A. N., at the annual convention of the Illinois Nurserymen's Association—to indicate to discerning Nurserymen the importance of the subject. Repeated emphasis in this journal on this point and the special address to the trade by President Hillenmeyer directing attention to it in advance announcement of the Denver convention program prepared the trade for an unusual event. A large and representative attend-

ance characterized the presentation of the plan which was so comprehensive that little was left to be inquired about. It argues well for the proposition that its importance and the necessity for supplementing the great amount of preliminary work already done with well-considered action led to deliberation on the subject by a large special committee before the enacting vote was taken. The vote then was unanimously for proceeding with the plan as outlined.

The entire plan, its thorough and graphic presentation and the confidence with which its operation was entered into, as shown by the unanimous vote of the association's approval, reflects high credit upon the ability and accomplishment of the L. W. Ramsey Company of Cavenport, Ia., in the matter of a National Survey of the Nursery Industry and the outlining of a publicity campaign of comprehensive scope. It was declared at the convention by persons of experience and wide observation that probably no similar proposition for any trade has been more clearly and logically presented. The estimate of the required annual expenditure for each of the four years was regarded as modest. It was explained that the campaign could be undertaken for less than might be expected, on account of the character of the product—the means of making homes, fields, communities and the entire country more fruitful and beautiful; and by reason of the fact that the public is being constantly educated through voluntary articles in the press tending to that result.

The measure of success of the project is largely dependent upon not only every member of the American Association and the allied regional associations but of all the unattached Nurserymen of the country; also those manufacturing or handling merchandise or service associated with the Nursery business.

All of these will profit directly and their active cooperation is therefore confidently expected.

In due course methods and means for such cooperation will be presented. Results will be tabulated and reports made on the progress of the campaign.

A practical, pointed incentive is the prophecy that the retail Nursery business of the country should, as the result of this campaign, be doubled in four years. And it is upon retail sales that the wholesale business depends.

The convention was conducted with all modern appliances. Besides the stop-and-go red, yellow and green lighted signal post for regulating length of speeches, four big amplifying horns over the president's table were aimed at the hall corners, a uniformed page boy was constantly in attendance and the stenographer's notes were taken on the silent machine.

"What is to become of all the evergreens that are being grown?" soliloquized a Nurseryman as the inspection of the great fields in Shenandoah proceeded. "Think of the millions in the fields of D. Hill Co. in Dundee, Ill.; Earl Ferris' stock in Hampden, Ia.; Sherman Nursery Co., Charles City, Ia.; Robert C. Young in N. Carolina and the production in the New England States. Wider market plans will surely be needed."

CONVENTION ENTERTAINMENT

On this subject, so far as the Nurserymen are concerned, Denver holds the palm. A. A. N. conventions have been "better every year." Certainly the pace has been swift of late.

Nurserymen from beyond the Mississippi have been attending national conventions east of that line year after year with increasing desire which culminated in demand that they be given opportunity to show that a real convention could be pulled off in a state where the Nursery industry amounted to little, comparatively speaking. Denver was proposed some years ago. Each year the name of that city was suggested with greater emphasis. Gracefully its advocates gave way as eastern points claimed more immediate attention. Finally a tentative promise was secured and then the advocates became bolder. Their efforts were successful. They had been planning all the while. Denver is the show place in the territory of the Western Association of Nurserymen. That organization formed a collocation with the little band of Colorado Nurserymen and staked its finances against Denver's attractions.

What Denver lacked in number of commercial Nurseries Colorado made up in Nature's vast mountain verdure and Denver in its remarkably fine landscaping. Almost as many evergreens were seen in Nature's Nurseries as the Eastern delegation had viewed in a day's tour of the Shenandoah, Ia., Nurseries. And certainly, in proportion to population, Denver's parks, boulevards and residence section vies with others of the country.

And the entertainment program! Was ever a Nurserymen's convention so busy in this line? Events came so fast from the moment of arrival that it was impracticable to embrace them all. Arrival of most of the visitors three days before the opening of the convention sessions gave full scope to the entertainment committees' ingenuity. Denver's noted playground facilities did the rest.

Welcomed in true plainmen's style, the visitors had scarcely time to register at the hotel before announcement was made of events early on the program. As these were pulled off to the great enjoyment of the participants, men and women, the gayety and sightseeing appetite was so whetted that on Tuesday morning at the line-up for the mountain trip the number so greatly exceeded the calculations of the committee that, although the streets adjoining the hotel were solidly blocked with automobiles offered by citizens necessitating the turning of routine traffic into other streets, the committee was obliged to hire conveyances in addition for from 40 to 50 guests at \$7 per capita for the round trip.

Convention notes and sidelights in this issue detail the events provided to the delight of all. As the report in convention of the resolutions committee stated, it was difficult to fix, for expression of appreciation, the special sources of all this entertainment. In general the Western Association through its committee provided the funds and the Rocky Mountain Nurserymen's Association through its committee (apparently of the whole) provided the program and assiduously personally and constantly, day and night saw that it was put on, not only completely as planned but with innumerable frills. It appeared that by the time the convention sessions were reached the members and their ladies would be well nigh exhausted; but the bracing atmosphere of the mile-high city brought all out

President Hillenmeyer's Annual Address

Change of Meeting Date and Other Important Suggestions

THE president's address is one of that has gotten to be the custom in all or annual perfunctory sort of things that organizations. Recalling the annual reports of some of my predecessors and remembering some of their needed recommendations that were never adopted I rather anticipate a similar fate to this report which I am about to make.

An organization as large as this in membership, embracing so many and varied angles of the Nursery business, affected by various economic conditions in the different sections of the country, whose channels of distribution are so different, naturally moves deliberately. Some things may have been accomplished more rapidly but in the past haste has often made waste. With this in mind recommendations are made with deliberation and with the mature judgment and counsel from older members I submit them for your consideration.

Constitutional Changes—Few if any associations after entering upon their career find that they have an organization so complete that subsequent growth or change of conditions does not require occasional revisions. The constitution of the United States, that marvelous document, the result of best thought and almost canny foresight on the part of its originators has been amended eighteen times. (Of course the eighteenth may not have been the most popular or necessary) but the point I wish to bring to your attention is the one of Constitution changes.

Change of Meeting Date—The first suggestion is that we change our annual meeting date to about one month later. As it is we are all rushed to get to the convention on time. Many of us are not through our planting season. Our executives have really not wound up their year's business. No accurate count has been made of stock in fields, ready to sell or shorts that need be covered. New spring planting needs our careful attention, weeds and cultivation need the personal supervision of the Nurserymen and if our annual date were moved to the third week in July or even the fourth we would have had a period of slight relaxation and come to the convention with a greater degree of satisfaction than we sometimes now attend. Many of us could combine our vacation period with the annual meetings and this would naturally invite larger attendance. Then too our convention might well open on Tuesday instead of Wednesday enabling those who wanted to return for the week-end or payroll to do so without missing the last sessions of the meeting. A previous thorough inquiry within the trade indicated a decided favorable expression for a later date. I recommend vigorously your favorable consideration.

Sinking Fund—Your treasurer's report

fresh and smiling on Wednesday morning and ready for the serious part of the convention.

Members were profuse in their expressions of appreciation of all that was prepared and produced for them. Their hosts were pleased at the marked success of their efforts; and, likewise inspired by results, urged the visitors one and all to come again very soon. They suggested that the A. A. N. consider Denver again in the near future as the place for its convention.

will show a substantial balance. In fact there has been criticisms that we have not contributed and given to some of the fanciful things that have been inaugurated or suggested. This balance is a healthy condition. It shows good management. Some of the anticipated things have not developed but we have looming in the near future a revision of the tariff rates, adverse legislation and other things and money is a useful and powerful thing to have when we must employ outside talent. Assessments are not popular and now while we have the funds at our disposal and before it is all requisitioned or donated I earnestly recommend for your consideration that we set aside not less than ten thousand dollars into a special fund for emergency purposes when occasion arises. This distribution can be surrounded by a two-thirds vote of the Association and the executive committee and with this protection it seems that regardless of the future treasury we will have some funds for emergencies. The interest accruing from this money should be turned into the general treasury of the Association.

Arbitration—Our present constitution compels arbitration. There is no use straddling the issue. This has not been popular. This has not been enforceable. This has been evaded and it weakens our organization to have members kicking out on one clause as it invites infractions on other provisions. Our old arbitration was not binding and the many state laws vary so with this presentation it seems that the constitution should be changed to make arbitration optional. Each member agreeing to arbitrate signs recommended forms and then if he fails to live up to the award he be immediately expelled and his name and reason be posted.

Appropriations—I recommend that no appropriation be authorized or paid until after it has passed the vote of the Executive Committee. This latter committee is in active touch with conditions that sometimes cannot be explained on the floor without embarrassment, certain projects have to be worked quietly and completed before announced, certain emergencies may exist or be anticipated that need funds and rather than be suddenly influenced by an inspiring speech for a cause or project that on sober judgment proves unwise you will be doubly protected. The Executive Committee will be guided largely by the action of the membership anyway.

New Standards of Grading and Uniform Practices—An analysis of the present methods of grading that are being used, the antedated forms of business credits and discounts need the attention of this convention. Some preliminary work has been done. The Nurserymen are now grading to crop rather than to specifications and if there were enforced a government standard "weight and measure" law among Nurserymen the jails would be as full of our craft as of bootleggers. Discounts should be the custom instead of exceptions. Trade acceptances are modern methods of business. June first settlement is all right for those that want it but let that be the special agreement instead of the rule. I submit therefore for your consideration the edition of a new "Standardized Trade Terms and Conditions" and bring it up to date with grades, terms of settlement, nomenclature,

CHARACTERISTIC INCIDENTS OF DENVER CONVENTION

Western Frontier Welcome

In true western style the Nurserymen were greeted as their special train pulled into the Denver station. Cowboys in typical attire (they were real cattle ropers from the Union Stock Yards—chaps, four-gallon hats, bandana handkerchiefs around their necks, lariats, automatic revolvers and typical cowboy yells) leaped from their bronchos and came racing down the platform firing their revolvers and generally creating a din. The visitors, especially the ladies, were reassured by members of the Rocky Mountain Nurserymen's Association, also in big hats, who explained that it was just the exuberance of a western welcome and conducted the party to buses. But before moving on a group picture was taken. An old stage coach of the plains drawn by eight gray horses was in waiting for President and Mrs. Hillenmeyer who amid much more shooting and yelling were lassoed and dragged by a horseman to the coach door, as were also Mr. and Mrs. Flemer. As the procession proceeded through the city streets the cowboys raced up and down the line, shooting and yelling continually and lassoing men on the sidewalks and telegraph messengers on bicycles.

Right up to the hotel the cowboys rode; and, after the visitors had entered, rode their horses into and around the hotel lobby, the horses slipping on the rugs on the marble floor and falling upon their haunches, several ladies narrowly missing injury. So realistic was it that the cowboys continued in another part of the town their shooting up of Denver on Sunday morning and rough work in lassoing, one man being taken to a hospital and the cowboys being arrested for carrying the matter too far.

Nurserymen on the special train learned upon arrival that it had been planned that the cowboys should hold up the train at 3 a. m. in Eastern Colorado in true western style. Better counsel prevailed, however. It was feared that one or more of the excursionists might be armed, and, thinking it was anything but a joke, would open fire in defense with ball cartridges and there might be a casualty among the cowboys.

The Mountain Trip

Awe inspiring and wonderful indeed, to most of those who went, was the scenic trip through Denver Mountain Parks to Echo Lake and return, staged Tuesday by the arrangements committee under the direction of W. S. Griesa and the members of the Rocky Mountain Nurserymen's Association.

Cars and busses furnished through the courtesy of local business men lined up in the morning near the hotel where every Nurseryman and woman who cared to go, was accommodated. Each of the cars were marked by a small silvered spruce tree.

Under the efficient management of a squad of Denver's police, The Parade of The Silver Spruces was soon on its way for one of the most thrilling and breath-taking trips ever devised for the entertainment of an A. A. N. convention.

Leaving Denver the way led through 58 miles of the inspiring scenery of the Colorado Rockies to Echo Lake, perched at the foot of Mt. Evans, 10,740 feet above sea level. Here a box luncheon, with hot and cold drinks was served and the official group photograph of the convention was taken.

Shortly after the arrival of the party, a light snow storm, seemingly arranged by providence for the special benefit of the Nurserymen, was blown from the nearby mountain peaks of the Continental Divide.

After luncheon was served the group split up and followed mostly their own inclinations as to entertainment. Quite a large

number listened to a very interesting talk on Colorado trees given by a representative of the United States Forestry Service. Another group went several thousand feet further up the mountain side until they were above timberline and progress was stopped by snow and ice. Others visited some of the old mining towns of the surrounding country, Idaho Springs, Georgetown, Central City and Silver Plume. Others spent their time pausing along the roadsides examining the countless varieties of wild flowers and shrubs.

The return trip to Denver was made over Lookout Mountain, on top of which is the final resting place of one of the Old West's most outstanding characters, Col. Wm. F. Cody, better known to the world as "Buffalo Bill."—Noise for Nurserymen.

Marooned on Pike's Peak

Marooned atop Pike's Peak for 24 hours by a blizzard, a party of 25 tourists, including Mr. and Mrs. George Searle of the Process Color Ptg. Co., and Lee Brown of Brown Brothers Nurseries, Rochester, N. Y., was rescued Tuesday afternoon by a snow plow and engine which fought their way up the cog road leading to the summit.

"It was a thrilling experience," said Mr. Searle, "a blinding snow storm in every way equal to a Montana blizzard, and sudden."

The Rocky Mountain News of Wednesday, June 20, said:

The party was forced to transfer around a landslide that swept over the track two miles above Manitou shortly after the relief train started on its journey up the peak.

Although the blizzard raged for several hours and the temperature sank close to zero, the tourists escaped little the worse for their experience.

The storm was one of the worst to hit the peak this late in the spring in several years.

PARTY FINDS SHELTER IN LODGE

During the enforced stay atop the peak, the party was sheltered in the lodge there. Ed Lauer, Western Union telegraph operator on the summit, kept friends of the party in Colorado Springs informed of conditions by intermittent telegraph messages.

The party left Colorado Springs in three buses shortly after noon yesterday. Just before the cars arrived at the top of the mountain about 4 p. m., a terrific blizzard swept the peak, filling the roads with drifts 25 feet deep in places and making it impossible to descend.

Unable to return to Colorado Springs, the tourists spent the night in the summit house. Food and fuel for the party was ample.

This morning an engine and snow plow started up the cog road from Manitou equipped with provisions and additional fuel. The train got within 200 yards of the top, and the marooned tourists walked down to the engine and the trip down the mountain began.

WATER PIPE BREAKS

Meanwhile, however, a break in a 20-inch pipe supplying water to the Colorado Springs hydro-electric plant had caused a landslide which covered the track two miles above Manitou.

It was necessary to send up another train from Manitou and transfer the tourists around the slide.

The Exhibits

The number of exhibitors was not large, but the exhibits were of a high order. The following firms exhibited: The Process Color Printing Company, of Rochester, N. Y.; The William Byrd Press of Richmond, Va.; B. F. Conigsky, Plate Book Service, of Peoria, Ill.; A. T. De La Mare Company, Inc., of New York City; Genesee Press, of Rochester, N. Y., which is showing \$75,000 worth of color plates, and which is featuring a very interesting collection of collective plans of selling; The Griffing Nurseries of Beaumont, Texas; Tolleson Nurseries of Denver; Floricultural Illustrating Company of Chicago; Eagleson and Buehler of Lincoln, Nebraska, showing tree moving equip-

ment; Half Moon Manufacturing and Trading Company, of New York City; Du Bois Press, of Rochester, N. Y.; Onarga Nurseries, of Onarga, Ill., showing a shrub digger; The United States Department of Agriculture, Rocky Mountain Evergreen display; Armstrong Nurseries, of Ontario, California; The Barteldes Seed Co., of Denver.

A Progressive City

A large number of visiting Nurserymen made the scheduled tour of the City of Denver. This was much enjoyed. For a city of 325,000 inhabitants the residence section, parks and boulevards, as well as the business center, make a remarkable showing, in many of the buildings, grounds and appointments equalling cities of much larger size. The State Capitol is imposing on a commanding site beautifully situated and landscaped. The Government Mint, new Post Office, churches, schools, university and other public buildings and the hotels are outstanding examples of progressiveness. The many fine residences and well-kept grounds reflect the wealth of the residents. The Nurserymen were especially interested in the varieties of trees, shrubs and flowering plants which thrive in Denver's dry, high, short-summer altitude—a mile above sea level. There was seen much planting of Russian olive, Boleana poplar, hackberry. The parks are beautifully kept, lawns, formal gardens, rock gardens and driveways being in prime condition. Many striking views of the Rocky Mountains are afforded from advantageous points in the parks. Washington and Cheeseman Parks are particularly fine. The party visited Colorado Museum of Natural History where there are fine collections of Colorado animal specimens and a remarkable display of minerals including gold and silver ore and precious stones in wide variety. From the front steps of the museum fine views are had of snow-covered Mount Evans, 14,260 feet high, and the long line of other high mountains adjoining, with Long's Peak, 14,255 feet and Pike's Peak, 14,109 feet, to the south in the distance. There are 56 mountains more than 14,000 feet high in the U. S., and Colorado has 46 of them. Denver is the gateway to 12 national parks and 32 national monuments.

Among the statues in the Civic Center, facing the capitol, is one of a life-size rider on a bucking broncho done in bronze. The rotisserie which long ago disappeared in the east is in full form in Denver. Among the novel signs: "Land Office Business" over a real estate office; "Auto Hotel; Room and Bath for your Car."

Conquering a 14,000 Foot Peak

On Sunday, June 17, members of the Denver and Colorado Springs chapters of the Colorado Mountain Club, who climbed to the summit of Pike's Peak for sunrise, erected a milepost in the progress of mountain climbing in Colorado. Majority of the 54 climbers had never before experienced the thrill of conquering a 14,000-foot peak. Because the surface snow had melted and later crusted, the last mile was negotiated in ladder fashion. Fred W. Barr, builder of the famous Barr Trail, led the way and cut notches in the hardened snow surface. The serpentine line followed in his tracks on all fours. At the summit the hikers went into the summit house through a tunnel. The snow was between 15 and 20 feet deep, but the temperature was 26°. The ascent started at 1 a. m. Sunday. Following breakfast and sunrise the party started down, reaching Barr's camp at noon for luncheon.

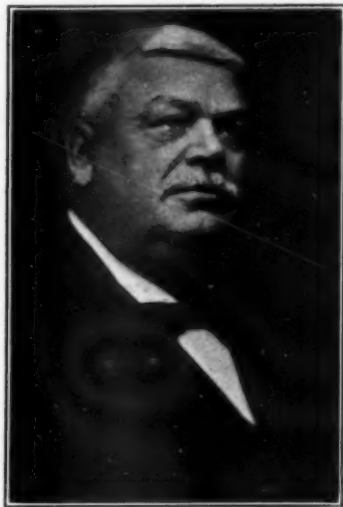
Chairman Moon of the legislative committee urged members to visit the Experiment Farms at Arlington whenever they were in the vicinity of Washington. In his opinion it would be well worth the time of Nurserymen to inspect the government's work there as an aid to the Nursery industry.

Obituary

Theodore J. Ferguson

With a record of more than fifty years in the Nursery business, Theodore J. Ferguson, for many years vice-president of the Hawks Nursery Co., Wauwatosa, Wis., died at his residence there June 8. He was born June 18, 1850 on a farm near Springfield, Erie Co., Pa. In the early '70s he located in Wisconsin and became a Nursery salesman traveling in the middle west, going to Rochester, N. Y., each shipping season to supervise packing and shipping of his orders.

The Hawks Nursery Co., with main offices in Rochester, N. Y., was incorporated by Charles H. Hawks and Mr. Ferguson in 1889, Mr. Ferguson remaining in the middle west. In 1893 a branch office was established in Milwaukee; in 1913 moved to Wauwatosa, a suburb. Later the Rochester office was closed. Charles H. Hawks and his son Charles H. Hawks, Jr., becoming actively connected with the Wisconsin office. Mr. Ferguson retired from active busi-



THEODORE J. FERGUSON

ness in 1925 having disposed of his interest to the Messrs. Hawks and A. C. Hanson, mayor of Wauwatosa. He was the last of three brothers prominently engaged in the Nursery business. Albert M. Ferguson and Charles G. Ferguson were proprietors of the Northern Nursery Co., Denver, Colo., now operated by a nephew, Carlisle Ferguson. Mr. Ferguson is survived by his wife, Emma N. Ferguson; two daughters, Miss Edna R. Ferguson and Mrs. Dorothy F. Owen, and one son, Frank N. Ferguson.

Thomas I. Ilgenfritz

Thomas I. Ilgenfritz, secretary-treasurer of J. E. Ilgenfritz' Sons Company, Monroe, Mich., died June 27 at his home in Monroe, aged 62 years. He had been in failing health for six years. Mr. Ilgenfritz was well known in the Nursery trade, in former years having been a frequent attendant at trade conventions. He was president of the Monroe State Savings Bank, a director in the Monroe Paper Products Co. and a member of the Monroe Yacht and Country Clubs. He had filled every important chair in the Masonic order. He is survived by three brothers and two sisters, Charles and Wilbur, of Monroe; Edgar Ilgenfritz, of Detroit; Katherine, of Monroe, and Mrs. R. Edson Doolittle, of Brooklyn, N. Y.

The Nursery business of W. F. Schmeiske has been moved from Binghamton, N. Y., to Kirkwood, N. Y., where a 375-acre farm is to be put into use.

In all walks of life some are satisfied—even seeking—the evanescent, taking their reading on the run in tabloid form. Others, with normal brain power, demand something substantial—the real thing.

What trade journal are you reading?

Seedling Conference Result Expected Shortly

Seedling Cherry Stocks May be Excepted from Early Exclusion

The scheduled hearing in Washington, D. C., before the Federal Horticultural Board on the proposition to exclude fruit tree and rose stocks from further importation was held June 27.

The question of whether the Department should place an embargo against foreign fruit and rose seedling stocks was first discussed with members of the American Association of Nurserymen who presented the trade viewpoint. The association was represented officially by Chairman Henry T. Moon, of the legislation committee and the association's attorney, Morton Q. Macdonald.

Special Representative L. B. Scott, of the Bureau of Plant Industry, who has for years been doing experimental work in Shafter, Cal., and at other points to determine the

practicability of producing seedling stocks successfully in this country, reported in detail on results of this work.

After the meeting Chairman C. L. Marlatt, of the F. H. B., said that it was claimed that domestic rose stocks were insufficient for the demand and that some Nurserymen believe European fruit stocks to be more uniform quality.

No decision in the matter was announced, but action is expected shortly.

There is a well-defined opinion on the part of some that the exclusion of cherry stocks may be deferred beyond the time when an embargo on other important stocks may be established.

Advisability was discussed at the hearing of modifying the requirements governing interstate movement of five-leaf pines and of currant and gooseberry plants on account of the white pine blister rust. Representatives of 15 states affected were present.

Sidelights on the Denver Convention

Nurserymen insured for \$1,000,000—Nurserymen's lives are so particularly precious, being needed to maintain the world beautiful, that for the first time in the history of a Denver convention those who went on the mountain trip on Tuesday were insured under a blanket policy for \$1,000,000 at a cost to the Western Association of Nurserymen of \$175. Each passenger was covered in every way, death, injury or car damage. The local agent had to wire his home office for permission to issue the policy. In addition three trained nurses were distributed through the long line to serve in event of accident or in case a passenger was overcome by the effect of the high altitude. Several of the car drivers were equipped with bottles of aromatic spirits of ammonia. No untoward event occurred. Nurserymen's hearts are sound, due to outdoor exercise.

Convention Daily Issued—Among the stunts by the Denver local committee was

the publication of a four-page daily newspaper, Noise for Nurserymen. This was published through the courtesy of Roberts Rose Co., W. W. Wilmore & Sons, Northern Nursery Co., Lakewood Specialty Gardens, Tolleson Nursery Co., Barteldes Seed Co. The editor was N. H. Nelman, Park Floral Co.; associate editor, T. R. Thompson; ladies' editor, Berenice Harley. The subscription price was: "Remember Denver."

Golf Tournament—W. L. Glen, Rochester, N. Y., won a strap watch, the prize offered at the Baby Rambler's Golf Tournament at Lakewood Country Club, Monday afternoon. His was net 74. Other winners were: Second, J. Hazen, Neosho Nurseries, Neosho, Mo.; third, Armin Barteldes, Barteldes Seed Company, Denver; fourth, Mr. Freeman Waxahachie, Tex.; fifth, Harold S. Welch, Mt. Arbor Nurseries, Shenandoah, Ia. There were 21 entrants. President E. P. Felt says the gold tournament will be an annual affair.



BRONZE TABLET DEDICATED TO MEMORY OF DISCOVERER OF COLORADO BLUE SPRUCE. Dedicated June 18, 1928 on occasion of Denver convention A. A. N. Front row, left to right: A. M. Augustine, G. A. Marshall, Wm. Flemer, Jr., John Fraser, Jr., Mr. Root. Colo. Seed Co. Back row: Gov't. forestry official; J. T. Roberts, Roberts Rose Garden; W. W. Hillenmeyer, M. R. Cashman, Gov't. forestry official.

A PRACTICAL EDUCATION In Sales Management and Business Practice

The Star Address in Nursery Trade Circles in Mid-Winter Season
By Harry N. Tolles, President Sheldon School, Chicago

At Annual Convention of the Illinois Nurserymen's Association

Chicago, January 18, 1928 Elaborated Before A. A. N., in Denver June 1928

Reprints of this address from the Feb. 15 edition of "American Nurseryman" in eight-page form on super-cal. paper, 10 x 13 1/2, can be had for 10 cents each.

For individual use; for distribution by Nursery concerns to members of office and sales forces; for distribution to Nursery Trade Association members. Supply limited.

AMERICAN FRUITS PUBG. CO.

P. O. Box 124, Rochester, N. Y.

President Hillenmeyer's Annual Address

(Continued from Page 17)

telegraph codes, and make it virtually a "bible" from which we can go for enlightenment, education, guidance, and sometimes vindication.

Sales—In view of the fact that the Nursery industry in the past several years has been concentrating and building its industry too rapidly on a production basis it is time that we turn to the sales end or merchandising of our products. No well informed Nurserymen will deny that our production departments are way ahead of our sales methods and before we get too far I sincerely believe that we must pause and consider the consequences that will follow in a too long continuation of this ratio.

If we look this matter square in the face, we will realize that unless something is done we will soon face that giant octopus of over-production which may mean decline in prices and a profitless condition that we all wish to avoid. Prices that yield a profit to the trade may be regulated by price control for only a small time. This is not desirable and we must not work to this end because of this impracticability. The opportunity lies in other channels, in other avenues and in order to find this we must adopt other means. With this view your market development committee has worked throughout the year in close cooperation with your executive committee and I hope that you will receive its report with open and receptive minds. No one is committed to any certain avenue, and with the experience of some spasmodical efforts in the past we should proceed on a well founded plan. The first contribution the membership should make is cooperation. When you were learning your arithmetic in school you soon learned that you could not add fourths and fifths until you reduced them both to twentieths. You were taught you could not add pigs and apples (unless of course you reduced the pigs to pork and the apples to sauce). In other words you had to reduce everything to a common denominator. The golden rule is the common denominator of civilization and cooperation is the common denominator of our business life. Let's forget in considering our future plans that we are rose growers, or perennial specialists, or that we are catalog or agency men, wholesalers or retailers but rather lets reduce ourselves to the common denominator of Nurserymen on any plan that is finally worked out. Co-ordination first and co-operation next and we will make rapid strides to overcome our present difficulties and avoid full and profitless days ahead.

We chide ourselves that we are not selling what we should in the way of Nursery stock. We are handling the most desirable of products. We have every sales appeal to set before the public. But Nurserymen everywhere have been poor self advertisers. They are "gun shy" on printer's ink. They are retiring in fact, almost retroactive. They feel that their products should speak for themselves, but being inanimate, or as said of the flapper, beautiful but dumb, we have failed to personally, individually and collectively, speak sufficient for them. We have not made our high mark as yet in the business world; in fact, we haven't scratched the surface. No business was ever born great but rather achieved greatness by their own efforts. We have a golden opportunity.

The Nursery Survey—I feel that I can say without much fear of contradiction that the

pioneer survey of the Nursery business undertaken during the past year is one of the greatest bits of constructive work that has ever been accomplished by the Nursery Association. It is not my intention to here tell its contents. A full report will be made on Wednesday afternoon at a closed session of the Association. Your attendance at this meeting is urged and any analytical mind will readily grasp its wonderful message. Its conclusions are well formed. It deals with every angle of the Nursery business. It shows the distribution of our products through retail, wholesale, department stores, landscape and planting agencies, catalogs and local salesmen and while I do not recommend that it be printed for general distribution it is well worth its place in any executive office and in the hands of your sales manager. If my administration accomplished no other thing this pioneer survey of the whole Nursery field is worth one's annual dues. The Market Development Committee deserved joint commendation for this accomplishment of which you will hear much later.

The conclusions that come from this survey will be convincing. It will show you the lead to newer fields. It should inspire us to further cooperative sales efforts. Through what channels, that will be left to you but it opens, it seems, a most wonderful possibility for the future and with careful guidance it should lead us out of the present prosperous prosperity into newer fields.

Possible Publicity Expert—As an alternative in case an organized advertising and publicity campaign is not voted at this convention I recommend for your serious consideration a paid publicist. This now is a work that falls to the lot of the Market Development Committee. Their work has been arduous and they have done it unflinchingly but an investigation of the matter will convince you that no Nurseryman has the time to spare away from his own personal interests to really do the job justice. The present arrangement has been entirely satisfactory but it has about reached its limits. Looking to the future the employment of a full time man, well grounded and groomed to direct, contribute and invite favorable publicity for the industry, is now necessary. Other businesses have them. Nurserymen themselves are naturally not self-advertising. We have let other industries pass us in this respect. We are letting the American dollar be enticed into other channels. We have been sitting quietly by seemingly content to let our own importance and necessity be dwarfed or shunted into the background by the mythical word-built position of other things that have neither equal merit or permanency. Such a man will be necessary in case we undertake a big program of advertising of publicity and this suggestion is merely as an alternative but in either case the time has now come I believe to make this advance step.

National and State Forestry Projects—The Executive Committee has come to the conclusion that these should be watched very carefully. They are largely sectional matters because of more or less local competition and because of this geographical situation it makes it increasingly difficult for the American Association of Nurserymen to handle them as well as they could be from a local standpoint. After a thor-

ough canvas of the situation it is the consensus of opinion that the majority of these projects should be discouraged, especially the distribution of free trees and seedlings. It is fortunate that we will have at this meeting a discussion by the national forester of this district as well as by some of the nearby state foresters, on the floor of the convention, at which time the policies which they now are pursuing will be changed to harmonize more with the Nurserymen's ideas, after they have heard our view-point.

Establishment of Additional Arboreta—This is another matter that has gotten to be largely sectional and with the opportunities of display grounds and the education of the public, it seems an excellent opportunity for the district and state associations to get behind these movements more vigorously. The funds of the association are naturally limited toward making donations to these but the Nurserymen themselves can help largely in the contribution of Nursery stock and plants that will be of interest to the public. The committee report on this will be gratifying but it seems that the Nurserymen themselves should be more active in this respect.

Closer Affiliation with Allied Organizations—There is a movement on foot now to unite the various horticultural interests, but it does seem that a closer affiliation, especially with the florists' organization at their national and metropolitan shows, should be undertaken. We have been conspicuous by our absence in the past and while quite a bit of Nursery stock has been on the display floors, it has been through the channels of individuals rather than through the affiliation of our national organization.

The work of the various garden clubs of America should be heartily endorsed and especially the movement they have taken up vigorously all over the country in the preservation of our natural forest and flora and in discouraging willful waste and vandalism that is so evident on all sides as we travel throughout the country.

National Board of Horticulture—It does seem that with an interest so wide and yet so intimate as horticulture we should establish a national board embracing the several branches to function when problems of great concern arise. I have in mind that the florists, pomologists, landscape architects and similar groups could meet around one table, discuss our problems and with a national board thus functioning we would have some opportunity to combat the centralization of power that has been evident in the handling of these grave matters in an arbitrary sort of way. Other organizations are getting to the same point and with some missionary work an organization of a national board of horticulture can be established in a short time.

Convention Benefit—I am in full accord with much of the convention criticism that many of our meetings have failed woefully in their purposes, (that is if they have a purpose). The costs in money and time incurred in their conduct and attendance is without adequate return. Have we gotten to the point where we take our convention as a matter of course? Are we attending as a matter of habit feeling that it is the recognized thing to do, without much thought of receiving very great benefit or contributing to the benefit of others? Having conceived that a convention should have a well defined objective, this program has

(Continued on Page 24)

THE LADIES "GOD BLESS 'EM" ENJOYED EVERY MINUTE

Series of Society Events as Reported in the Convention Daily

Under the heading: "To the Ladies; God Bless 'Em," the lively convention daily recorded the pre-convention sessions doings of the women of the association as follows:

"Such perfect women, nobly planned, To warn, to comfort, and command."

Those words of Wadsworth's, slightly re-touched, express aptly the characteristics of the wives of the visiting American Association of Nurserymen. For every one of the ladies who are present at the convention is a big help to—shall we say, the "lesser half?"

Anyway, while the members of the sterner sex were having pow-wows concerning next year's styles in Nursery stock, the fairer ones were amusing themselves in their own way.

First, there was the luncheon at the Adams Hotel Monday, which was a revelation in smart attire. The Columbine Club of Colorado had arranged a very delightful program, and for those of the visiting feminine interested in politics, the Republican Club of Colorado were among those present to boost for Hoover.

The afternoon's entertainment included a drive to Fitzsimons Hospital, and a short program at KOA. Mrs. Guy A. Brown, of Geneva, Nebraska, who is prominent in Red Cross work at home, was deeply interested in the Red Cross activities at Fitzsimons. The greenhouses at the Hospital also claimed her attention.

At the Peony and Iris exhibit, later in the evening, Mrs. M. R. Cashman, of Owatonna, Minn., was one of the interested spectators. Mrs. Cashman's first trip to Denver was on her honeymoon—well, she SAYS 24 years ago, this winter—but she certainly doesn't look it!

BROADCASTING OVER KOA

Mrs. Vredenburg, of Rochester, N. Y., spoke a few words of thanks to the Denver Nurserymen's Association over KOA, also.

Mrs. Alfred G. Bookwalter, who was with the KOA-Fitzsimons party, related an amusing experience with her car. Driving all the way from Springfield, Ohio, without mishap, the mud near Salida prevented further travel by motor, so the car was left in Salida, and Mrs. Bookwalter's party came into Denver on the train.

There were about 50 women who took the afternoon drive. Of the others, Mrs. Walter Hillenmeyer, of Lexington, Ky., and Mrs. Lloyd Stark, of Louisiana, Mo., spent the day in Denver's stores, shopping. Mrs. Hillenmeyer remarked that she would have plenty of time to see the mountain scenery, as she and Mr. Hillenmeyer are contemplating a two months' visit in Colorado, after the convention is over.

At KOA, Mrs. Gertrude May took the microphone for a few moments, and her beautiful soprano voice went over the air in two charming selections, "An Old Fashioned Garden," and "I Love You Truly." Mrs. May is quite at home, "on the air," as the May Nursery Company at Shenandoah, Iowa, controls KMA.

PIKE'S PEAK ATTRACTS

Pike's Peak, one of the most beautiful spots in the snow-capped Rockies, lured a coterie almost on the minute of their arrival in Denver. Among those who were deeply impressed with the scenic wonders of Colorado, were: Mesdames Paul Lindley, of Greensboro, N. C.; O. F. Fraser, of Birmingham, Ala.; William Flemer, Jr., of Princeton, N. J.; Lee Brown, of Rochester, N. Y., and Miss Flemer, of Princeton.

In the hotel lobby, after dinner, Mrs. L. C. Lovett, of Little Silver, N. J. (who, by the way, was simply stunning in a swaggar mandarin coat), remarked that the Pike's Peak trip was the most thrilling adventure she had ever had! She also enjoyed the tour of Cheyenne Mountain, where

Jack Dempsey had his training quarters for the Tunney-Dempsey fight.

Mrs. Frank Field, of Shenandoah, Iowa, displayed unusual savoir faire at KOA, Monday afternoon. Why not? She is another one of Shenandoah's radio clique, as her attention centers around KFNF.

While the Baby Ramblers pursued the elusive golf ball over the Lakewood Country Club course, Mesdames H. J. Funk, Kingsley Walker, of Louisville, Ky., and W. J. Smart, of Dundee, Ill., were among those who whiled away the moments in bridge at the clubhouse.

Here's a great "ad" for Buick! Mrs. O. E. Carr, Yellow Springs, Ohio; Mrs. B. S. Leeming, Mrs. W. H. Leeming and granddaughter, all of Shively, Ky., are among the Buick enthusiasts who drove to the convention. But just the same, Mrs. John J. Ernst, of Eaton, Ohio, upholds the marvels of her Graham-Paige, which brought her party safely through.

BROUGHT HUSBAND AND 11 CHILDREN

A great deal of credit is due to Mrs. W. H. Doyle, of Berwyn, Pa., who swelled the ranks of the convention by bringing 11 (eleven) children (and her husband) to Denver!

This is the first Denver trip of Mrs. Charles Sizemore, of Louisiana, Mo., wife of the Association secretary. When asked how she liked it, she replied, enthusiastically, "It's great!" Which remark makes Mrs. Sizemore a candidate for the Colorado Booster's Club!

Mrs. Tom Rogers, Jr., of Winfield, Kansas, arrived late Monday. The muddy roads around Wichita delayed her party.

Tuesday, the delicate frocks so dear to the heart of every woman were displaced by husky sweaters and stalwart boots, for the ladies' trip to Echo Lake. Dazzling Colorado sunshine smiled on their early morning departure, and "the better halves" were off on a spectacular tour on magnificent roads which wind through the high spots of the "Never Summer" Range.

ELITCH GARDENS MATINEE

Tuesday it was a mountain trip, and Wednesday's big feature was a matinee at Elitch Gardens—such were the events of interest to the ladies. One day, life in the great open spaces, and the following day, a Broadway success presented by a company of note. Variety—and how! Eh, what?

Wednesday's program opened with a meeting of the Ladies' Auxiliary organization and out-west entertainment at Daniels & Fisher's Tea Room. Dues were collected, and after a short program, the meeting was adjourned until 8:30 a. m. Thursday, at the Cosmopolitan Hotel. Miss Sophia Schwab and Mrs. Norma Allen, arrayed in Indian costumes, gave a colorful program on "Colorado." An interesting feature of the morning was the trip to D. and F's tower, from the dizzy heights of which a panoramic view of the city unfolded itself to the visitors. There was also an Art Exhibit at the store, which drew many "oh's" and "ah's" of admiration.

The matinee at Elitch Gardens, famous as most distinctive of amusement parks, brought forth the ladies in their most becoming frocks. "The Springboard," a delightful comedy, was presented by the Elitch Gardens players.

Mrs. H. W. Marshall, Arlington, Nebr., who was also at the matinee, was quite thrilled about Echo Lake. Up in Mercer, Wis., the Marshalls, the Mays and the Weiches, from Shenandoah, and the Smiths, from York, Nebr., have a summer camp, and by happy chance, the scene bears the name of Echo Lake and Echo Lake Lodge.

Mrs. L. R. Taylor, Topeka, Kansas, was lovely in lavender, at the Elitch party. Mrs. Taylor, who has been spending the summers in Estes Park for the past 20 years, was in ecstasies over Echo Lake. Mrs. Taylor smilingly owns up to 85 winters next December, but is youth itself in spirit. She loves young people, and constantly surrounds herself with them. But—

she does not approve of young girls smoking, and she has never bobbed her hair!

And oh! To get back to the exquisite taste displayed by the ladies who attended "The Springboard." It was worthy of the Garden Party at Windsor Castle! Mrs. H. G. Grabb, of Crossplains, Texas, chose a smart black georgette, with lace trimming. Mrs. Walter Hillenmeyer wore Victoria blue. Mrs. R. G. Minch, Kansas City, was gowned in brown crepe de chine. Mrs. Arthur Langman, Colorado Springs, was charming in printed chiffon, trimmed in black velvet. Mrs. V. V. Marshall, Arlington, Nebr., was lovely in a navy blue georgette ensemble, and Mrs. C. G. Marshall, also of Arlington, wore a stunning jade green wool crepe. Mrs. George S. Searle, Rochester, N. Y., navy, red and yellow print. Mrs. John Wilkinson, Hogansville, Georgia, a navy and white polka dot frock. Mrs. G. M. Buttery, Louisville, Ky., was stunning in black, while Mrs. George Holsinger, Kansas City, chose an Indian print. Mrs. M. C. Mackenzie, of Derryville, N. H., wore a smart navy frock, lace trimmed, with a chic navy hat.

Of the Denver committee, Mrs. Edith G. Oakes made a pretty picture in lipstick red. Mrs. Armin Barteldes looked intriguing in a pink ensemble. Mrs. John Roberts, Jr., wore a flowered georgette, while Mrs. Scott Wilmore was adorable in a rose beige peasant dress, with a pink felt hat. Mrs. Chas. Wilmore chose a beige georgette, with a large hat. Mrs. Chas. Ferguson was noticed in navy blue, and Mrs. Carlisle Ferguson wore a smart blue velvet coat and black hat.

Women's Auxiliary Elects

Officers of the A. A. N. Women's Auxiliary were elected as follows: President, Mrs. C. R. Burr, Manchester, Conn.; vice-president, Mrs. M. R. Cashman, Owatonna, Minn.; secretary, Mrs. A. F. Lake, Shenandoah, Ia.; treasurer, Mrs. B. Irving Rouse, Rochester, N. Y. A fashion show, luncheon at the Argonaut Hotel and the dance at the Cosmopolitan were features of Thursday's events.

W. S. Griesa edited a column of "Denver cuttings" in the Thursday edition of Noise for Nurserymen. Among the quips were these:

Earl Needham, of Des Moines, Ia., reports slow progress in his attempts to make square peas by crossing them with a pair of dice. Several of the New York Nurserymen are eagerly awaiting the successful conclusion of this experiment.

Said the hotel clerk to President Hillenmeyer: "Have you a reservation?" Swelling with indignation, Walter said: "Do I look like an Indian?"

Driver of car coming down Lookout Mountain: "I wonder what's causing that knock in the motor."

M. Q. MacDonald: "That isn't the motor, that's my knees."

Mayor A. C. Hanson, of Wauwatosa, Wis., was enjoying the trip to Echo Lake until a lady in the same car put her hand out the window. "Put your hand in, woman," he yelled, "you'll tip the car over."

Mrs. Earl E. May and party, Shenandoah, Ia., were among those who motored to the Denver convention.

COMING EVENTS

Connecticut Nurserymen's Association—Summer meeting, July, at Lake Compounce.
Pacific Coast Association of Nurserymen—Annual convention, Seattle, Wash., July 11-13.

American Dahlia Society—Annual exhibition, Madison Square Garden, New York, Sept. 26-27.

American Gladiolus Society—Annual meeting, Toledo, O., Aug. 16-17.

REPRESENTATIVE TRADE ATTENDANCE AT DENVER

- Aiken, George D., Putney, Vt., L. H. Bugbee.
 American Nurseryman, Rochester, N. Y., Ralph T. Olcott.
 Andrews Nursery Co., Faribault, Minn., C. Howard Andrews.
 Armstrong Nurseries, Ontario, Calif.
 Augustine & Co., Inc., Normal, Ill., A. M. Augustine.
 Bailey's Nurseries, St. Paul, Minn., J. V. Bailey.
 Baker Bros. Co., Ft. Worth, Tex., E. L. Baker, Mrs. E. L. Baker, J. B. Baker.
 J. J. Barnes Nurseries, Cincinnati, O., J. J. Barnes.
 Bay State Nurseries, North Abington, Mass., Donald C. Wyman.
 Bernardin, E. P., Parsons, Kan.
 Berryhill Nurseries Co., Springfield, O., Harry E. Malter, E. L. Shuey.
 Blair, Samuel E., Nutley, N. J.
 Bohlender, Peter & Sons, Tippecanoe City, O., W. F. Bohlender, Howard Kyle, Clarence Jackson.
 Brown Brothers Co., Rochester, N. Y., Peter E. Willems, Margaret M. Willems, Louise F. Willems, Leland C. Brown, Lillian R. Brown.
 Bryant's Nurseries, Princeton, Ill., Miles W. Bryant.
 Bunting's Nurseries, Selbyville, Del., Clayton A. Bunting.
 Burr, C. R. & Co., Inc., Manchester, Conn., C. R. Burr, George S. Harris.
 Byrd, The Wm. Press, Richmond, Va., Mack Semple.
 California Ass'n of Nurserymen, Los Angeles, Calif., Albert D. Morris.
 California Nursery Co., Niles, Calif., Geo. C. Roeding, Jr.
 Carr's Sons, M. L., Yellow Springs, O., Mr. and Mrs. O. E. Carr.
 Cashtown Nurseries, Cashtown, Pa., E. W. Wharton.
 Cedar Rapids Nursery Co., Cedar Rapids, Ia.
 Chandler Landscape & Floral Co., Kansas City, Mo., Mr. and Mrs. George A. Chandler.
 Chase, The Benj. Co., Derry Village, N. H., John C. Chase, Mr. and Mrs. M. C. Mackenzie.
 Chase Bros. Co., Rochester, N. Y., Phil H. Farber.
 Chase Nursery Co., Chase, Alabama, Harry B. Chase, Chas. O. Rolfe.
 Clavey, F. D. Ravinia Nurs., Inc., Deerfield, Ill., Elmer L. Clavey.
 Cole Nursery Co., Painesville, O., Mr. and Mrs. W. B. Cole.
 Colorado Gardens & Nursery, Colorado Springs, Colo., Mr. and Mrs. Arthur R. Sangman, Ernest A. Ripley.
 Columbia & Okanagan Nursery Co., Wenatchee, Wash., W. D. Plough, A. T. Gossman.
 Conrad-Pyle Co., West Grove, Pa., Paul D. Graves.
 Conigisky, B. F., Peoria, Ill., B. F. Conigisky, D. E. Conigisky.
 Coryell Nursery Co., Birmingham, Mich., Ralph I. Coryell.
 Custer Brothers, Normal, Ill., Mr. and Mrs. Frank Custer.
 Cumberland Nursery, Millville, N. J., William Wells.
 Cartwright Nurseries, Collierville, Tenn., A. D. Cartwright, N. P. Dunn.
 Dayton Fruit Tree Label Co., Dayton, O., R. C. Stoehr.
 De La Mare, A. T. Co., Inc., New York City, Mr. and Mrs. E. W. Dorsey, Miss M. K. Semler, E. L. D. Seymour.
 Des Moines Nursery Co., Des Moines, Ia., Earl Needham, Mrs. Earl Needham, Mr. and Mrs. A. J. Bruce.
 F. W. Dixon, Holton, Kan.
 William H. Doyle and family, Berwyn, Pa., Mr. and Mrs. Wm. H. Doyle, Sr., Wm. H. Doyle, Jr., Joseph A. Doyle, John C. Doyle, Paul Mc D. Doyle, Charles J. Doyle, Katharine Doyle, Francis Doyle, Mary K. Doyle, Martin E. Kelley, Martin A. Kelley.
 DuBois Press, Rochester, N. Y., H. L. Haupt.
 Davenport Nursery, Davenport, Ia., Wm. H. Mast.
 Ernst Nurseries, Eaton, O., John C. Ernst, Carrie Ernst, Ted Ernst.
 Elmsford Nurseries, Inc., Elmsford, N. Y., D. Leslie Scott.
 Ferris Nursery Co., Earl, Hampton, Ia., Earl Ferris, Wayne Ferris.
 Henry Field Seed Co., Shenandoah, Ia., Mr. and Mrs. Frank Field.
 Floricultural Illustrating Co., Chicago, Ill., Mr. and Mrs. Edward H. Kerber, Jr.
 Forest Nursery Co., Inc., McMinnville, Tenn., F. C. Boyd, J. R. Boyd.
 Forest Oak Nurseries, Quincy, Ill., Geo. R. Frese.
 Foster Nursery Co., Inc., Fredonia, N. Y., D. B. Belcher.
 Fraser Nurseries, Inc., Birmingham, Ala., Mr. and Mrs. O. W. Fraser, Miss Jean Fraser, Miss May Fraser.
 Gates Nursery, Rapid City, So. Dak., E. A. Gates, Marguerite Gates.
 Genesee Press, Rochester, N. Y., Harold Conway, Sidney S. Greenwood.
 Geneva Nurseries, Geneva, Nebr., Mr. and Mrs. Guy A. Brown.
 D. S. George, Fairport, N. Y., Mr. and Mrs. D. S. George.
 Grand View Nurseries, Edgewater, Colo., D. M. Corfman.
 Great Western Bag Co., Inc., St. Louis, Mo., H. B. Katz.
 Greening Nursery Co., Monroe, Mich., Edward G. Greening.
 Green's Nursery Co., Rochester, N. Y., W. L. Glen.
 Greenwood County Nursery Co., Eureka, Kan., O. W. Hinshaw.
 Griesa Nurseries, Lawrence, Kan., T. E. Griesa.
 Griffing Nurseries, Beaumont, Tex., W. C. Griffing, R. C. Griffing, Mr. and Mrs. W. C. McNeill.
 Gurney Seed & Nursery Co., Yankton, S. D., Geo. W. Gurney.
 Half Moon Mfg. & Trading Co., Inc., New York City, J. B. Cohen, Adrian Vuyk.
 Harrison Nursery Co., York, Nebr., E. E. Mason, E. H. Smith.
 Hawks Nursery Co., Wauwatosa, Wis., Mayor A. C. Hanson.
 Herbst Brothers, New York City, Fred P. Herbst.
 I. Hicks & Son, Westbury, L. I., New York.
 The D. Hill Nursery Co., Inc., Dundee, Ill., W. J. Smart, A. P. Longland, N. E. Averill.
 Hillenmeyers' Nurseries, Lexington, Ky., Mr. and Mrs. Walter Hillenmeyer.
 C. M. Hobbs & Sons, Bridgeport, Ind., O. A. Hobbs.
 Hogansville Nurseries, Hogansville, Ga., John Wilkinson.
 Holsinger Nursery, Rosedale, Kan., Mr. and Mrs. Geo. W. Holsinger.
 Howard-Hickory Co., Hickory, N. C., O. Joe Howard, Mrs. J. E. Rideout.
 Howard Lake & Victor Nurseries, Inc., Howard Lake, Minn., Paul L. Eddy.
 Howard Rose Co., Hemet, Calif., Chas. W. Howard.
 T. S. Hubbard Co., Fredonia, N. Y., W. L. Hart.
 Huntsville Wholesale Nurseries, Inc., Huntsville, Ala., John Fraser, Jr., W. D. Bell, D. S. Vaughn.
 I. E. Ilgenfritz' Sons Co., Monroe, Mich., W. J. Ilgenfritz, J. E. Ilgenfritz.
 Jackson & Perkins Co., Newark, N. Y., C. H. Perkins, R. E. Perkins, C. G. Perkins, P. V. Fortmiller, John Swanson.
 Jewel Nursery Co., Lake City, Minn., John Nordine, S. Sagnes.
 Kallay Bros. Co., Painesville, O., Charles Kallay, James Kallay.
 Kansas City Nurseries, Kansas City, Mo., Geo. H. Johnston, A. E. Haberstroh.
 Otto Katzenstein & Co., Atlanta, Ga., Otto Katzenstein, G. L. Welch, Jr.
 Kelsey Nurseries, St. Joseph, Mo.
 Kenyon-Rey Florists & Nurserymen, Oklahoma City, Okla., W. E. Rey.
 Killmer's Northern Nurseries, St. Paul, Minn., Earl Killmer.
 T. Kiyono, Crichton, Ala.
 Klehm's Nurseries, Inc., Arlington Heights, Ill., Henry C. Klehm.
 Koster & Co., Bridgeton, N. J., Mr. and Mrs. A. M. Vandenhoeck.
 Krider Nurseries, Inc., Middlebury, Ind., Mr. and Mrs. Vernon H. Krider.
 Lake City Nursery, Inc., Lake City, Minn., B. J. Loss.
 Leavenworth Nurseries, Leavenworth, Kans., Carl Holman.
 Leeming's Nursery, Shively, Ky., Mr. and Mrs. Wm. H. Leeming and grandchild, Mr. and Mrs. B. S. Leeming.
 Lester C. Lovett, Little Silver, N. J.
 Mr. and Mrs. Lester C. Lovett.
 Littleford Nurseries Co., Hinsdale, Ill., F. J. Littleford.
 Lindley Nurseries, Inc., Pomona, N. C., Mr. and Mrs. Paul C. Lindley.
 Lorraine Nurseries & Floral Gardens, Fenwick, Ontario, Canada, Chas. R. Fegan.
 Louisville Nurseries, St. Matthews, Ky., Mr. and Mrs. G. M. Buttery.
 Thos. A. McBeth Nursery Co., Springfield, O., Thos. A. McBeth.
 J. Horace McFarland Co., Harrisburg, Pa., McFarland Publicity Service, Harrisburg, Pa., P. Mark Parthemore.
 A. McGill & Son, Portland, Ore., A. M. McGill.
 McKay Nursery Co., Madison, Wis., W. G. McKay.
 C. W. McNair Nurseries, Dansville, N. Y., Mr. and Mrs. Chas. W. McNair.
 Malmo & Co., Seattle, Wash., Mr. and Mrs. Clarence Malmo.
 Maloy, Charles J., Rochester, N. Y.
 Maple City Nurseries, Paw, Paw, Mich., Mr. and Mrs. Albert Campbell.
 Marshall's Nurseries, Arlington, Nebraska, H. W. Marshall, G. A. Marshall, Mr. and Mrs. C. G. Marshall and daughters, Mr. and Mrs. V. V. Marshall and daughters.
 Thos. B. Meehan Co., Dresher, Pa., Mr. and Mrs. Albert F. Meehan.
 Martin Nurseries, George, Perry, Ohio, Mr. and Mrs. Geo. Martin, Mr. and Mrs. B. E. Wilcoxson.
 Millett Nursery, Lansing, Mich., F. B. Wardell.
 Milton Nursery Co., Milton, Ore., Sam A. Miller, C. Bert Miller.
 Mitchell Nursery Co., Owatonna, Minn., D. M. Mitchell.
 Moore Nursery & Floral Co., Tyler, Texas, P. C. Moore.
 A. B. Morse Co., St. Joseph, Mich., E. G. Schoff.
 Mosty Bros., Center Point, Texas, Lee Mosty.
 Mountain View Nursery Co., Inc., Williamsport, Maryland, L. C. McMillan.
 Mount Arbor Nurseries, Shenandoah, Iowa, Mr. and Mrs. E. S. Welch, Harold Welch, Wayne Welch, Mrs. E. E. May, Earl May, Harold M. Case.
 Wm. H. Moon Co., Morrisville, Pa., Henry T. Moon.
 Mount Hope Nurseries, Lawrence, Kans., W. S. Griesa, E. B. Chenoweth.
 Mount Vernon Nurseries, Mt. Vernon, Wash.
 Mutual Nurseries, Monroe, Mich., Charles A. Ilgenfritz.
 National Nurseryman Pub. Co., Hatboro, Pa., H. L. Haupt.
 W. A. Notarp, Cincinnati, Ohio, Mr. and Mrs. W. A. Notarp.
 Nelson & Sons Co., Swain, Glenview, Ill., C. R. Erickson.
 Neosho Nurseries Co., Neosho, Mo., Joseph J. Hazen.
 North Star Nursery Co., Pardeeville, Wis., Miss Maysel L. Riley.
 Northwest Nursery Co., Valley City, N. D., E. C. Hilborn.
 Nusbickel-Warren Nurseries, San Dimas, Calif., C. Mavro Warren.
 Offenbergs Nursery Co., Paul Offenbergs, Columbus, Ohio.
 Oliver Nursery Co., Topeka, Kansas, T. P. Oliver, C. K. Oliver.
 Onarga Nursery Co., Onarga, Ill., A. J. Cultra.
 Naperville Nursery, Inc., Naperville, Ill., Fred W. von Oven, Pres.
 Pacific Coast Association of Nurserymen, Burton, Wash., C. A. Tonneson.
 Park Nursery Co., Plevna, Ala., Taylor Perry, Louis Perry.
 Peterson, Anthon S. (Westwood Nurseries), New Rochelle, N. Y., Mr. and Mrs. Anthon S. Peterson.
 Peterson, Samuel Howard, York, Pa., Samuel H. Peterson.
 Pilkington, J. B., Portland, Oregon.
 Plumfield Nurseries, Fremont, Nebraska, Mr. and Mrs. L. A. Moffet, Mr. and Mrs. Henry F. Haman.
 (Continued on Page 28)

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Contract
58 Cents Per Week
Less Than Yearly: \$2.80 Per Month

Before Placing Your Order

Give us the opportunity to quote you on your wants. Stock offered
is of our own growing. It will be handled properly, graded carefully,
and priced right. We think we can save you money and are sure you
will be well pleased with the quality of our stock.

WE WILL HAVE FOR FALL

APPLE SEEDLING

from American, French and German Seed

PEAR SEEDLING

Japan, Ussuriensis, and German Wild Pear

FOREST TREE SEEDLING

FRUIT TREES

Apple, Cherry, Peach, Pear, and Plum

SHADE and ORNAMENTAL TREES

AMOUR RIVER PRIVET, SPIREA VANHOUTTE,
HYDRANGEA PANICULATA

J. H. SKINNER & Co.

TOPEKA, KANSAS

PORTLAND ROSES

2-Year, Field-Grown, Budded Stock

CONIFERS HARDY PERENNIALS
BROADLEAVED EVERGREENS ROCK PLANTS
FLOWERING SHRUBS HARDY VINES

We extend a cordial invitation to the trade to visit our
extensive ROSEFARM and nurseries on the beautiful
COLUMBIA HIGHWAY at Sandy River.

MOUNTAIN VIEW FLORAL COMPANY

Office: 341 E. 72nd St. S.

Portland, Oregon

JACKSON & PERKINS COMPANY

NEWARK (WAYNE COUNTY) NEW YORK STATE

Sole American Agents for the well known Charles Detriche Nurseries of
Angers, France, growers of fine fruit tree and rose stocks, and everything
for Nursery planting.

Fruit and Flower Plates

CATALOGUES—ENGRAVINGS
Plate Books, Folios, Maps, Stock Forms,
Office Supplies, Circulars, Order Blanks,
Price Lists.
United Litho & Printing Companies
29 No. Water St., Rochester, N. Y.

"Everything Worth Planting"

Write for our 1927 Short Guide & Price List
KELSEY NURSERY SERVICE
50 Church Street New York City
Established 1878

WANTED

TWO INCH NORWAY MAPLES
Allen Nursery Company
ROCHESTER, N. Y.

TREE SEEDS

Send for catalog listing Tree, Shrub,
Perennial and Evergreen Seed. Collected
from all parts of the world.
CONYERS B. FLEU, JR.
6626 Ross St., Germantown, Philadelphia

COLOR PLATES

Floricultural Illustrating Co.
800 North Clark Street CHICAGO
RECOGNIZED AUTHORITIES ON FLOWER
FRUIT AND VEGETABLE ART

FOR SALE

North Carolina Natural Screened
PEACH SEEDS
germinate-tested and disease free.
These seed will produce seedlings free from
crown gall and other diseases.
E. W. JONES NURSERY CO.
Woodlawn, Virginia

Andrews LATHAM Raspberry

OUTSTANDING IN
YIELD and HARDINESS

MOSAIC-FREE STOCK—RELIABLE

ANDREWS NURSERY CO., Faribault, Minn.

President Hillenmeyer's Annual Address

(Continued from Page 20)

been built almost entirely on the thought that "salesmanship" is our most crying need. I hope the membership will be appreciative of this effort. Our program is worthy of attendance at every session and I hope that the lobby and places of entertainment will not be more inviting than the convention hall. Those Nurserymen that have salesmen or are here entirely for sales purposes can cooperate by not enticing during the session hours those that desire to attend the meetings. Apple time has been allowed to "order book hounds" to engage in their chase and with your cooperation all sessions will be started on time, conducted on schedule and with everything moving in orderly fashion adjournment will be made at assigned time. I plead your cooperation.

Initiation Fee—I recommend for your consideration that the dues of admission to the association be raised. It is too easy to go in and out. If we had higher entrance dues quite a few would think twice before dropping out, especially when the convention runs from one extreme of the country to another.

In General—The Standard Lien Law should have our endorsement. Mr. MacDonald will explain this to you and it won't cost the Nurserymen a penny and mean thousands of dollars to him if we are included.

There are many other recommendations that I could make. Many have merit and are commendable. Our trouble in the past is that we have inaugurated more than we could accomplish and if we see through to

completion fewer things we will have made progress with burden and hardship to none.

I have made no attempt to give an account of my stewardship and any accomplishments of my administration are not due to personal initiative or ability but those things achieved have been affected solely through the counsel and guidance of your executive committee and competent secretary.

I can hardly conceive of an organization being favorably situated as to have the best counsel, devoted to the good of the Nursery business, unselfish in their energies, and working for the association at a personal sacrifice and a monetary loss in their own business. The duties of the executive committee have been exacting and laborious and to them I want to express my appreciation of their cooperation and untiring efforts.

Other committees have been particularly active and it is most gratifying to know that your appointees have taken their duties seriously and worked hard and efficiently in all cases. No one refused and the congenial spirit within the association itself is largely responsible for the cooperation along this line.

To the Market Development Committee, especially its chairman, Ernest Hilborn, I am duly grateful. Knowing more intimately than any one else the character of his work during the year I would feel it ungrateful not to express the appreciation of the Association. Something of the magnitude of his work will be shown this afternoon in the report of the survey. We of the executive committee have worked hard with this problem but to Mr. Hilborn greatest credit is due.

One more bouquet as it were. The main spring of this association is none other than the un-ostentatious, hard-working and efficient secretary, Charles Sizemore. A year's intimate association and conference with Charley makes it easy for me to say that no organization has been blessed with such a happy combination of economy, thrift, executive ability, congeniality and devotion to the affairs of the association. Charley is a gem.

To the membership itself I must express appreciation of the opportunity to serve. It has been some hard work to be true but I believe I have been the greater beneficiary. This honor of being your president is the highest in your award and I cherish the thought of such a liberal gift. My greatest concern has been, have I been worthy?

Deaths in Fiscal Year—Deaths of A. A. N. members during the fiscal year included: Judd E. Case, treasurer Sherman Nursery Co., Charles City, Ia., July 7, 1927; William A. Oliver, Perry, Kan., Aug. 1927; Thomas Edward West, Perry, O., Dec. 6, 1927; W. N. Scarff, New Carlisle, O., Jan. 11, 1928; John F. Jones, Lancaster, Pa., Jan. 11, 1928; Herbert Hartman, Dansville, N. Y., Feb. 1928; Orlando Harrison, Berlin, Md., March 24, 1928; Thomas B. Meehan, Dresher, Pa., April 1928; Theodore J. Ferguson, Wauwatosa, Wis., June 8, 1928; John D. Imlay, Zanesville, O.; C. B. Knickman, New York City.

Deaths in families of members included: Mrs. Fletcher Bohlender, Tippecanoe City, Ohio, June 25, 1927; Miss Ola Willis, Ottawa, Kan., July 16, 1927; Mrs. J. W. Griesemer, Hopedale, Ill., Nov. 2, 1927; Mrs. William Pitkin, Rochester, N. Y., Nov. 11, 1927; Mrs. John C. Chase, Derry, N. H., Dec. 7, 1927; Mrs. Mary E. Storrs, Painesville, Ohio, March 12, 1928; Mrs. Frank E. Schifferli, Fredonia, N. Y., Apr. 25, 1928; Mrs. George Klehm, Arlington Heights, Ill., May 9, 1928.

AMERICAN PLANT PROPAGATORS ASSOCIATION

E. M. Jenkins, Winona, O., Sec'y.

Annual meeting of the American Plant Propagators Association, President Henry Klehm presiding, was held at the Cosmopolitan Hotel, Denver, June 20. Prof. Cary, of the Minnesota Agricultural Experiment Station, discussed hedge plants hardy in Minnesota. Secretary C. A. Tonneson of the Pacific Coast Nurserymen's Association, told of conditions and propagating experiences in the Northwest. John Nordine, Lake City, Minn., compared Nature's methods in seed distribution by wind, flowing water and floating ice with man's methods by budding, grafting, seeding, layering and cuttings. Thomas A. McBeth spoke of the efficacy of Semesan and Uspulun preparations in controlling fungus with spruce and biota seed. George W. List, of the Colorado entomological force, discussed Colorado conditions.

Officers elected are: President, Henry Klehm, Arlington Heights, Ill.; vice-president, John Nordine, Lake City, Minn.; secretary, H. L. Haupt, Rochester, N. Y. Members of the executive committee are George Verhalen, Scottsville, Tex.; Howard N. Scarff, New Carlisle, O.; C. Malmo, Seattle, Wash.

Manning-Burrows

The many friends of Laurence Edward Manning, of F. W. Kelsey Nursery Co., New York City, will be interested to learn of his marriage at St. Johns Chapel, Columbia University, New York, at 3 p. m., June 9. The bride was Miss Edith Burrows, daughter of Mr. and Mrs. J. C. Burrows of Staten Island, who a few days before the event in her graduation from Barnard College of the University, received her B. A. degree. Mr. Manning who has been with the F. W. Kelsey Company for several years, was elected vice-president and manager of the company June 6, 1927.

On account of Mr. Manning's absence the F. W. Kelsey Nursery Co. was not directly represented at the Denver convention of the A. A. N. As President Kelsey has been in Denver several times and was in the Canadian Rockies last year, he did not make the trip last month.

Chinese Elm

(ULMUS PUMILA)

If you are not growing the new Chinese Elm (*ulmus pumila*), here are some of the reasons why you should:

U. S. Dept. of Agriculture introduced it and endorses it highly.

Drought and alkali resistant. Very hardy. Remarkably free from disease and insect pests.

The country is speeded up to a fast pace. People want results now; they want shade for themselves, not for future generations only. Plant this remarkable tree and enjoy luxurious shade in a few short years. This tree has the qualities the planter wants, the speed of the Poplar, the grace and beauty of the Birch, and the height, majesty and durability of the American Elm.

Write us for colored, illustrated circular and prices on both seedlings and transplants.

Washington Nursery Co.
Toppenish, Wash.

Here's Help!

in boosting your Fall Sales

When you use "Hartland Service" it means that your literature is prepared by men who understand YOUR business.

Experienced in the uses of Flowers, Shrubs and Trees, by a lifelong knowledge of Plant Propagation and Gardening.

Printing of the very highest order in one or more colors; illustrated with your choice from our \$10,000 collection of the finest Horticultural photographs in the country.

CATALOGS, BOOKLETS

Special Folders and Leaflets

Written—Designed—Illustrated—Printed

Ask us now, to help you with your Fall Selling Problems

HARTLAND
Advertising Service
(Horticulturists Since 1774)
Tribune Building (Park Row)
NEW YORK, N. Y.

THIS PAGE PRESENTS

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock
Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Eleventh Annual Meeting
in Boston, Mass., July 16, 1929. H. L. Haupt, 151 Broadway, Rochester, N. Y.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY
CONTRACT, INCLUDING PUBLICATION TWICE A MONTH, ON THE 1ST AND 15TH

Hill's Evergreens

COMPLETE assortment of lining out
sizes. Also larger grades for Landscaping. Send
for our wholesale catalog. Also descriptive book-
let in colors.

D. HILL NURSERY CO.
Evergreen Specialists
Largest Growers in America
Dundee, Illinois
Box 402

NAPERVILLE NURSERIES

Headquarters for
LINING OUT STOCK

Large Assortment
WELL GROWN—NONE BETTER
See Our Lists Before Buying
NAPERVILLE DuPage County ILLINOIS

NEW PRICE LIST

of
HEMLOCK
ARBOR VITAE
NORWAY SPRUCE
SCOTCH PINE
BALSAM
CANOE BIRCH
SUGAR MAPLE
and other Evergreens, Shade Trees,
Shrubs, Ferns, and Perennials.
GEORGE D. AIKEN
PUTNEY, VERMONT

WE HAVE THEM
You May Want Some
Norway, Sycamore and Silver
Maples; Pin, Red, Mossy Cup,
Catesbaei and Willow Oaks.
Butterfly Bush, Dogwoods, Deut-
zias, Forsythia, Spireas, etc.
Our Trade List is ready.
Get next to one.
Atlantic Nursery Co.
BERLIN, MARYLAND

Scotch Grove Nursery
Growers of
EVERGREENS
For
Lining Out
GOOD ASSORTMENT
STANDARD SORTS
Price List on Request—Established 1871
SCOTCH GROVE, IOWA

Franklin Forestry Co.
Nurseries at
COLRAIN and SUDBURY, MASS.
FOREST NURSERY STOCK
CONTRACT FOREST PLANTING
Send for our catalogue
89 State Street
BOSTON, MASS.

EVERGREENS
MILLIONS OF THEM
Seedlings—Transplants—Cuttings
Grown under glass
Also Apple Trees, Shade Trees,
Hedgeplants, Shrubs, Vines, Peony.
Send for our latest Bulletin
Sherman Nursery Co.
The largest growers of Evergreens
in the world
Charles City, Iowa


Broad Leaf Evergreens
RARE AND CHOICE CONIFERAE
AZALEAS (Evergreen and Deciduous.)
FLOWERING SHRUBS,
VINES and CLIMBERS
We produce the greatest variety of
Herbaceous Plants and Field Grown
ROSES in America. Ask for our
wholesale price lists.
Bobbink & Atkins
Rutherford, New Jersey

EVERGREENS
SEEDLINGS and TRANSPLANTS
FOR LINING OUT
WRITE FOR OUR PRICE LIST
THE NORTH-EASTERN FORESTRY CO.
"WE GROW OUR OWN TREES."
CHESHIRE, CONNECTICUT

Lining Out Stock
Good assortment of
DORMANT STOCK
still on hand
See our latest bulletin.
Write for copy.
Onarga Nursery Co.
CULTRA BROS., Mgrs.
Onarga, Illinois

Canada Hemlock
Unusually bushy, recently transplanted heavy
rooted stock. Northern grown—splendid values.
Quality Height Each 10 100
3 times trans. B&B, 2 to 3 ft. \$3.00 \$27.50 \$250.00
3 times trans. B&B, 18 to 24 in. 2.25 20.00 175.00
3 times trans. B&B, 12 to 18 in. 1.50 12.50 100.00
Quality Height 10 100 1000
twice trans. 18 to 24 in. \$12.00 \$100.00 \$800.00
twice trans. 12 to 18 in. 9.00 80.00 500.00
twice trans. 8 to 12 in. 5.00 35.00 300.00
Prices f. o. b. Framingham, Mass.
Packing charged at cost.
ADDRESS BOX N-2

 **Little Tree Farms** 
FRAMINGHAM CENTRE, MASSACHUSETTS

★
ROSES
 Shrubs Cannas 
Lining-out Evergreens
Send for Trade-List
The CONARD-PYLE CO.
ROBERT PYLE, Pres. West Grove, Pa.
"More than 25 years' experience"

American Fruit Tree Seedlings that
never miss. Only seedlings with sus-
tained quality. Many large Nurserymen
that have tried them, are adopting them.
We offer for next winter's delivery:
Branched Root Apple Seedlings.
Mazzard, Mahaleb, P. Calleryann.
Pr. Myrobalan, Catalpa Speciosa,
Ulmus Parvifolia, R. Multiflora Jap.
Large Stock Flowering Trees and Shrubs
VISTICA NURSERIES, Inc.
118 North Ophir St. Stockton, Calif.

THIS SPACE
\$5.00 Per Month
Under Yearly Term
Including publication 1st and 15th.
TWICE A MONTH AT SINGLE RATE
Chief Exponent
of the Nursery Trade

LINING OUT STOCK
Juniper Azaleas
Hemlock Birches
Taxus Viburnums
Arbor Vitae Cornus
Red Elder Rhus
L. E. WILLIAMS NURSERY CO.
Exeter, N. H.
"Hardy New England Grown"

NURSERYMEN'S IMMEDIATE NEED OF TRADE EXPANSION

(Continued from Page 7)

shrubs. In it is a place for the perennial garden or the formal rose garden, with garden furniture, the bird bath or lily pool. This will be a sort of private park, a place to hold garden parties, a place for rest and for recreation. Such an outdoor living room will be the pride of the family and will consume quantities of shrubs and flowers. Whether it will take three or thirty years to make this idea popular largely depends upon the way it is presented to the public.

Idea No. 4. The large cities have their parks but the small towns scattered as thickly over the country have few. We have seen how readily the small town has taken to the tourist parks. A campaign is needed to make the small towns park conscious. A host of small cities and villages are ready to put in parks whenever the idea reaches them that other towns and villages are doing the same thing.

Gentlemen, what tremendous demand for ornamentals would develop if these ideas would become general over the country.

The committee realizes that there has been growing a constant demand from leading Nurserymen that some such Nursery advertising be conducted. One reason for this is undoubtedly the observation on every hand of trade campaigns in other lines. If we can believe the reports that come to us from many sources, other trade associations have greatly stimulated their sales by putting definite ideas into the public mind. We see their advertisements in the various magazines. We hear their propaganda over the radio and when we investigate we hear of their increased volume of sales as a result of their campaigns. One thing became very patent to us—all advertisers know that any advertising worth while must be a sustained one; it must be consistent and run through the years. The combined judgment of the executive committee and the committee on distribution was that, before spend-

ing any money in advertising, a survey of the entire field should be made and that we should analyze the market and make plans that would lead steadily toward the goal to be accomplished, so that the Nurserymen's money should not be wasted.

The advertising agency that conducted the florist campaign was considered but these people advised that their hands were full for at least two years. Further the business of the Nurserymen was entirely new to them. At this stage we were approached by the Ramsey organization of Davenport. Their people were horticultural advertising experts and, in fact, the only organization with a horticultural background that approached us. They seem to have been expecting that this survey would be undertaken sooner or later and had done considerable preliminary work to be ready for it. Mr. Ramsey himself was a horticulturist. They seem to be the one company that presented themselves, that were ready for the task and would undertake it at the price within the reach of our committee. The executive committee authorized us to engage the Ramsey Company and go ahead with the survey. The executive and distribution committees listened to a preliminary and partial report at the time of the Illinois meeting. Many of us had been somewhat skeptical as to the value of such a survey, but after listening to the preliminary report I believe it is safe to say that every member of the combined committees were impressed both with the able way in which the survey had been conducted, and with the facts and recommendations which the survey spread before us.

I wish to say in closing and before the survey is presented that so far as I know not a member of the executive or distribution committee has any axe to grind nor have they any particular interest in the Ramsey people. The distribution committee is not going to try to put over anything. We are your servants and we are also your

fellow-nurserymen and we will all travel together. I do wish to say however that this program has grown upon those of us who have worked with it and have come to understand it. Personally, I haven't any money to throw away. I do expect to spend some money to expand my sales, not merely this year but in the years ahead. If I can accomplish more by putting a few hundred dollars of my sales or advertising money along side that of the money of my fellow-nurserymen's from the east and west and south, I will consider it good business to do it that way. The larger fund can hope to create some new ideas or new styles and make for larger sales for all of us. Sales increase have not kept pace with production. There is trouble ahead unless we can find larger markets. A small amount wisely spent may bring us larger returns. Apparently there are two kinds of advertising: 1st, to get business away from the other fellow; self-preservation demands a share of this. This is necessarily individual advertising. 2nd, there is constructive advertising that increases consumption. It is this kind that points the way to a larger use of plants and in its results we all share. Its profits start with the retailers and backs up to the wholesalers. This is the one type of advertising which can best be accomplished by a cooperative effort.

Gentlemen, we Nurserymen have been accused of doing nothing and of being unprogressive. The facts of the survey also accuse us. Our business has been moving at a snail's pace. Every other line has been building business but ours. At last we have a definite plan to go forward. The time has come when the American Nurserymen, acting as a unit, should direct the thinking of the public as it pertains to their parks and their home grounds.

In closing, I am tempted to remind you that if this is turned down it may be many years before another committee will summon the courage to suggest any cooperative effort. I hope that we may think of our industry as a whole and do the thing that will make yours and mine a greater industry.

When writing to advertisers just mention American Nurseryman.

NOTICE

To all American Nurserymen and Seedmen desiring to keep in touch with commercial horticulture in England and the continent of Europe. Your best means of doing this is to take in the

HORTICULTURAL ADVERTISER

Our circulation covers the whole trade in Great Britain and the cream of the European firms. Impartial reports of all novelties, etc. Paper free on receipt of \$1.50 covering cost of postage yearly. As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trade.

Established 1883

H. A. LTD., Lowdham, Nottingham, Eng.

Fredonia Grown GRAPE VINES, CURRANTS, GOOSEBERRIES RASPBERRIES and BLACKBERRIES

Large supply in all Varieties
Let us quote on your requirements
for Fall and Spring shipments.

Foster Nursery Co., Inc.
FREDONIA, N. Y.

Imported Peat Moss (GROUND PEAT)

For Horticultural use. The superior granulated variety cured and packed in Holland. Bur-lapped bale \$3.50 (spreads 240 sq. ft. 1 in. deep). F. O. B. Boston.
Write for folder and quantity prices.
C. E. BUELL, Inc., 131 State St., Boston, Mass.

ULMUS PUMILA Siberian Elm—D. Asiatic Elm SEEDLINGS

Also full line of Fruit-tree Seedlings
HOME NURSERY COMPANY
Richland, Washington

Largest growers of ULMUS PUMILA SEEDLINGS in the country. Our stock is from home-grown seed from specimen trees of the hardiest and most rapid-growing strain; largely from trees on our own premises. Ask for price list and illustrated circular.

PEACH SEED

Tennessee Naturals, new crop. Also general line
**EVERGREENS, ORNAMENTALS,
ROSES, PEACH and APPLE Trees**
Southern Nursery & Landscape Co.
WINCHESTER, TENNESSEE

THE AMERICAN ASSOCIATION OF NURSERYMEN

Is accomplishing much for the Nursery Trade.
With a record of fifty-two years of service.
Practical departments and active committees.
National conventions of inestimable value.

President, Wm. Flemer, Jr., Princeton, N. J.

Unite with Seven Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

Vice-President, A. M. Augustine, Normal, Ill.

Write **CHARLES SIZEMORE, Secretary, Louisiana, Mo.,** for full particulars.

Convention Date: Boston, Mass., July 16, 1929

E. P. BERNARDIN Parsons Wholesale Nurseries

PARSONS, KANSAS

Established 1870

Specialties

Amoor River North Privet, 2 yr.,
2-3 and 3-4 ft., well branched.

Bungei Catalpa, 4½-8 ft. stems.
Lombardy Poplar, 5-6 to 10-12 ft.
Thurlo Willow, 5-6 to 10-12 ft.
Lonicera Bella Albida, 2-3 to 5-6
ft.

Deutzia Pride 2-3 to 5-6 ft.
Forsythia Asst., 2-3 to 4-5 ft.
Tamarix Asst., 2-3 to 5-6 ft.
Purple Wisteria, 2 & 3 yrs.

EVERGREENS—Biotas and Jun-
ipers, in good supply.

Early Harvest B. B. root grown
plants.

Long list of Ornamentals in gen-
erous supply.

SCARFF'S Nursery

Headquarters for
Small Fruit Plants
And Lining Out Stock

Strawberries	Hardwood Cuttings
Raspberries	Iris
Dewberries	Spiraea in variety
Blackberries	Privet
Elderberries	Hydrangea P. G.
Currants	Mallow Marvel
Gooseberries	Barberry Seedling
Grape Vines	Peonies
Horseradish	Honeysuckle
Asparagus	Euonymus Radicans
Rhubarb	Philadelphus Grand

Our list quotes lowest prices
W. N. SCARFF'S Sons, New Carlisle, O

BOXWOOD

Young's Boxwood and
Evergreens
FOR LINING OUT
My service and stock will please you.
Write for Wholesale Trade List
ROBERT C. YOUNG
Wholesale Nurseryman
GREENSBORO NORTH CAROLINA

PRIVET and BERBERIS

Splendid Stock
Write for Special Quotations.
LESTER C. LOVETT
Milford Delaware

Say you saw it in "American Nurseryman"

The Preferred Stock



Conifers and Canines do not
confer in J&P Nurseries. Jack
and Perk like dogs—when
under control and in the proper
places. But in the Nurseries
a canine invasion, no matter

how friendly, is invariably met
with a most belligerent demon-
stration on the part of those
faithful custodians of "the
Preferred Stock." —Ed.

Get 'em to plant Evergreens this Fall

Ever see a finer-looking batch of Ever-
greens? The photo taken at our Shiloh
Branch, (near Bridgeton, New Jersey, on
the Salem Pike) shows Juniper Virginiana
Glaucia at the left, Biota Aurea Nana (true
Berkman's Golden Biota) in the middle,
and Biota Elegantisima at the right.

What householder wouldn't want a few
of these perfect little Evergreens on his
grounds? You can use these items to stim-
ulate Fall planting. They help sell other
stock and carry a bully margin of profit
themselves.

We also have a lot of Evergreens at
Newark and a big selection for lining out—
some from small pots in the greenhouse,
others transplanted from our Seedling De-
partment. Of especial interest are our
Pinus Sylvestris, nice, bushy, well rooted
plants and fine healthy seedlings. (See
pages 25 and 32 of our Advance Bulletin).

Perk and I have taken good care of our
Evergreens and we have an ample stock of
just the kinds you need—some extra large
ones too for immediate effect in your
plantings. All have been carefully trans-
planted, root pruned, and nicely sheared
into fine symmetrical shape.

Look over the right hand column and
read our latest bulletin for varieties and
sizes. There're some real "specials" listed.
Faithfully,

Jack

Jackson & Perkins Company
Wholesale Only
Newark, New York.

LOOK AT THESE:

	Per 10	Per 100
Biota Aurea nana, 18-21 in. T	\$22.50	\$200.00
Biota Aurea nana, 15-18 in. T	20.00	150.00
Biota Aurea nana, 12-15 in. T	15.00	125.00
Biota Aurea nana, 12 in. T	12.50	100.00
Biota Aurea nana, 10-12 in.	8.50	75.00
Biota Elegantisima, 24-30 in. TS	30.00	250.00
Biota Elegantisima, 15-18 in.	12.50	100.00
Juniperus Virginiana glauca 30-36 in. TTS	35.00	325.00
Juniperus Virginiana glauca 24-30 in. TTS	30.00	275.00
Juniperus Virginiana glauca 18-24 in. TTS	25.00	225.00

T—Once transplanted; TT—Twice
transplanted; S—Sheared.

T. SAKATA & CO.
Specialists

TREE SEED SHRUB

HERBST BROTHERS
42 South Street
NEW YORK

AMERICAN NURSERYMAN should be
regularly on your desk. A business aid.
Bristling with exclusive trade news. Ab-
solutely independent. NOT OWNED BY
NURSEYMEN.

BECOME A
**LANDSCAPE
ARCHITECT**

Dignified, Exclusive Pro-
fession not overrun with
competitors. Crowded
with opportunity for money-
making and big fees. \$5,000 to
\$10,000 incomes attained by experts.
Easy to master under our correspond-
ence methods. Credentials awarded. We assist
students and graduates in getting started and
developing their businesses. Established 1916.
Write for information; it will open your eyes.
Do it today!

American Landscape School, 53 Newark, N. J.

IT COSTS LESS THAN 21 CENTS A
MONTH TO KEEP IN TOUCH WITH THE
TRADE THROUGH A REAL NURSERY
TRADE JOURNAL.

Advertisements are Inserted Twice a Month in American Nurseryman for Single Rate

Three Ways To Advertise In The
American Nurseryman
PUBLISHED SEMI-MONTHLY, ON 1st AND 15th
58 Cents per Inch per Week Under Yearly Term
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REPRESENTATIVE TRADE ATTENDANCE AT DENVER

(Continued from Page 23)

Pontiac Nursery Co., Detroit, Mich., B. J. Manahan.
 Portland Wholesale Nursery Co., Portland, Oregon, A. H. Steinmetz.
 Princeton Nurseries, Princeton, New Jersey, Wm. Flemer, Jr., Mrs. E. W. Flemer, Miss H. P. Flemer.
 Process Color Printing Co., Rochester, N. Y., Mr. and Mrs. George S. Searle, Mrs. A. G. Crabb, Mrs. McCowan.
 Ramsey's Austin Nurseries, Inc., Austin, Tex., F. T. Ramsey, J. M. Ramsey, Jr.
 L. W. Ramsey Co., Davenport, Iowa, L. W. Ramsey, E. S. Naekel.
 Rhode Island Nurseries, Newport, R. I., V. A. Vanicek, Mrs. Louise Vanicek.
 Rice Brothers Company, Geneva, N. Y., E. Horton, Bowden.
 E. C. Robbins' Gardens of the Blue Ridge, Ashford, N. C., E. C. Robbins.
 Roberts' Rose Company, Englewood, Colo., J. T. Roberts, Jr., E. E. Millard.
 Rockmont Nursery, Boulder, Colo., D. M. Andrews.
 Thos. Rogers & Sons, Winfield, Kansas, John T. Rogers, Thos. Rogers, Sr., T. G. Rogers, Jr., L. C. McCartney.
 Rosamond Nurseries, Rosamond, Ill., W. A. Drummond.
 Roselawn Nursery, Pueblo, Colo., Mr. and Mrs. A. Sonneborn, Frank J. Starr.
 Rosemont Nursery Co., Tyler, Texas, A. L. Thompson.
 B. Irving Rouse (Lake View Nurseries), Rochester, New York, B. I. Rouse, Louise B. Rouse.

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by well established progressive nursery organization on North Pacific Coast employing about fifty men. Must be a practical propagator and grower with successful experience in producing broadleaf and coniferous evergreens, perennials, etc., with Pacific Coast or European experience preferred. Must also have executive ability with proven record in handling men. Exceptional opportunity for man who can qualify. State age, experience, and salary required. Address B-97, care American Nurseryman, Rochester, N. Y.

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NURSERY FOREMAN WANTED
 Prefer one with shipping as well as growing experience. Year 'round position. Must be live-wire.
ALLEN NURSERY COMPANY
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MALE HELP
 WANTED, an experienced Nursery Foreman. One who can take complete charge of field operations. Permanent position with good chance of advancement. Give full particulars as to experience and salary required.
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 F. E. Schifferli & Son Nurseries, Fredonia, N. Y., Harry J. Schifferli, F. C. Schifferli.
 Shenandoah Nurseries, Shenandoah, Iowa, R. S. Lake, David Lake, A. F. Lake, O. B. Train, H. J. Deems.
 Sherman Nursery Co., Charles City, Iowa, C. C. Smith.
 J. H. Skinner & Co., Topeka, Kansas, J. H. Skinner.
 Snyder Bros., Inc., Center Point, Iowa, D. C. Snyder.
 Southern Nursery & Landscape Co., Winchester, Tenn., E. E. Chattin.
 Spring Hill Nursery Co., Kansas City, Mo., R. G. Minnich.
 Geo. E. Stein & Son, Wrightville, Pa., Mr. and Mrs. George E. Stein.
 John Siebenthaler Nurseries, Dayton, Ohio, Mr. and Mrs. Clarence O. Siebenthaler, Nancy Jane Siebenthaler.
 Stark Bros. N. & O. Co., Louisiana, Mo., L. C. Stark.
 Storrs & Harrison Co., Painesville, Ohio, W. C. Harrison, H. S. Chard, Carl Barto.
 C. W. Stuart & Co., Newark, N. Y., L. P. Akenhead, A. M. Christy.
 Sutherland Landscape & Nursery Co., Boulder, Colo., R. G. Sutherland.
 Shady Lane Nurseries, Columbus, Ohio, D. J. Divens.
 L. R. Taylor & Sons, Topeka, Kansas, Mr. and Mrs. E. R. Taylor, Mrs. L. R. Taylor.
 Texas Nursery Co., Inc., Sherman, Texas, A. B. Mayhew.
 Texas Pecan Nursery, Tyler, Texas, W. V. Henson.
 Titus Nursery Co., Waynesboro, Va., E. M. Quillen.
 Tolleson Nurseries, Wheatridge, Denver, Colo., G. A. Tolleson, L. W. Tolleson, John Tolleson, G. A. Amedon.
 Troy Nurseries, Troy, Kansas, W. N. Adair.
 United Litho. & Printing Cos., Rochester, N. Y., C. W. Vredenberg.
 Upton Nursery & Landscape Co., Detroit, Mich., Mr. and Mrs. E. A. Upton.
 Upton Gardens, Colorado Springs, Colo., Kathleen N. Marriage.

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 Verhalen Nursery Co., Scottsville, Texas, Mr. and Mrs. Geo. F. Verhalen, S. Verhalen.
 Verkade's Nurseries, Paterson, N. J., J. Verkade.
 Vienna Nursery The, Vienna, Ill., Mr. and Mrs. G. E. Galeener, Edwin C. Galeener.
 Walker Nurseries, Louisville, Ky., Mr. and Mrs. K. Walker, Mrs. H. L. Funk.
 Washington Heights Nurseries, Knoxville, Tenn., Lee McClain.
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 Wathena Nurseries, Wathena, Kansas, Robert N. Adair.
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 J. B. Wright Nursery, Cairo, Ga., J. B. Wright, Jr.
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 Williams & Harvey Nurseries, Kansas City, Mo., R. G. Minnich.
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 A. E. Wohler (The Garden Nurseries), Narberth, Pa., A. E. Wohler, Miss Patience Wohler, Miss Helga Wohler.
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Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Mailing lists total upward of 5000 Nursery concerns. Subscription: \$2.50 per year; three years for \$6.00. Advertisements: \$2.80 per column-wide inch, covering insertion twice a month.

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Champion Nurseries

PERRY, OHIO

BIGGEST DAY AT SHENANDOAH'S GREAT NURSERIES

JUNE 16 was a red letter day for Shenandoah, Ia., the Nursery center of the Middle States, as well as for the 200 Nurserymen from various parts of the country who arrived in the morning on a special Chicago, Burlington & Quincy Railroad Pullman train of eight cars from Chicago en route to the 52nd annual convention of the American Association of Nurserymen in Denver.

As the train pulled into Shenandoah the voyagers were greeted by smiling faces and a hearty welcome to stirring music by the Elks Military Band. The greetings were extended by the Nurseries, seed houses, industries generally, Chamber of Commerce and Kiwanis Club—indeed by the whole town. Before entering the 55 automobiles in waiting for the three-hours tour over a 40-mile course of the extensive Nurseries of Shenandoah the visitors were photographed en masse and in groups while the band played.

The tour encompassed an inspection under most favorable conditions of the nearly three thousand acres of growing stock in the leading Nurseries of this important center. It was made in accordance with a printed schedule in the hands of each visitor, the principal plots being also plainly labeled with large descriptive placards. Largest of the Nurseries are those of the Mt. Arbor Nursery Co., the Shenandoah Nurseries of A. F. and R. S. Lake and the Henry Field Nurseries and seed testing fields. While many of the visitors had been in Shenandoah before, there were more who had not. To all the extent of the development of the industry at this point was a revelation. It was remarked repeatedly that enough fine Nursery stock was in sight during the tour to beautify a great part of the country. The extent and variety of the production compared favorably with that in Lake County, Ohio, of which Painesville is the center, regarded as the largest Nursery center in the United States—indeed in the Americas, if not in the world. Particularly were the quality of the growing stock, the wide variety and the up-to-date propagating methods commented upon.

At the close of the interesting tour, dinner was served in the armory. Toastmaster A. F. Lake in a laudatory speech presented the popular "blue grass" president of the association from Kentucky, W. W. Hillenmeyer, who said that, instead of being overcome by the praise of his qualities by the toastmaster, he experienced a feeling of gratitude to him "because," said Mr. Hillenmeyer "during the 12 years of my married life I have been constantly scared for fear my wife would never know what a great man I am." In behalf of the association Mr. Hillenmeyer thanked the hosts for the remarkable welcome and hospitality, the whole plan of the visit being wonderful. He invited all to go to Kentucky "where we'll treat you early and often." Upon request of the toastmaster Mrs. Hillenmeyer stood for a moment in her place at the table amid cheers.

President E. S. Welch of Mt. Arbor Nurseries, Henry Field, Earl E. May, Leona Teget, flower lady of KMA, and Mrs. Helen Field Fischer, flower lady of KFNF, also spoke briefly. Mrs. Fischer said that Nurseries belong to the oldest profession in the world, for surely before Adam there must have been a Nurseryman to sell him the apple.

From the armory the party went to Earl May's KMA theater and Henry Field's KFNF theater where programs of music were interspersed with addresses by the visitors. The broadcasters over KMA included Vice-President William Flemer on the visit to Shenandoah; President Hillenmeyer on a negro sermon (by KMA listeners' request by reason of his starring in that part three years ago at this station); Lloyd Stark on the American Rose Society; M. Cashman on the A. A. N. Also over KFNF by H. B. Chase, Henry Hicks, President Hillenmeyer and others.

At 4:30 p. m. the merry party sat with slight-seeing, entertainment and good fellowship, climbed aboard the special train, pronouncing it a day crowded with enjoyment

in the highest degree, full of practical and profitable information—an occasion for outstanding gratitude to Shenandoah.

Descriptions of the Mount Arbor Nurseries and the beautiful KMA theater have been given in this Journal. The Shenandoah Nurseries were founded in 1865 by D. S. Lake of New Hampshire, the sons, A. F. and R. S., early in life entering the business. Remarkable expansion has rewarded their efforts aided by the loyal service of Harley J. Deems in the East and South; Harry G. Patten in the North and O. B. Train in the West.

With President E. S. Welch in the management of the Mt. Arbor Nurseries are Harold Welch, vice-pres.; Frank W. Welch, supt.; Earl E. May, treas.; R. M. Gwynn, secy. E. S. Welch is president of the Plumfield Nurseries, Fremont, Neb., and Kelsey Nurseries, St. Joseph, Mo., which control 600 acres in Nursery stock. The Mt. Arbor Nurseries have 27 acres of overhead irrigation. E. S. Welch is president of the Shenandoah National Bank and the State Savings Bank of Sharpsburg, Ia.; treasurer of the Shenandoah Building & Loan Association, is interested in large farming operations in Iowa and owns and operates a 320-acre fruit ranch in California. Representatives of the Mt. Arbor Nurseries in various sections of the country are Harold M. Case in the West; John A. Wallace in the Middle States and "Uncle Walt" Howard in the East and South. L. M. Blankenship has charge of stock records and covers some of the territory near Shenandoah.

Earl E. May Seed and Nursery Co. business has been remarkably successful largely through radio publicity. He is 38 years old and has a million dollar a year concern.

Henry Field also has built up an enormous business through radio transmission. His is also a million dollar concern—perhaps much greater.

Other Shenandoah concerns of the kind are: The Welch Nursery of J. C. Welch; Iowanna Nurseries of Haley & Murphy; Shenandoah Floral Co., of Wedean & Steurer; O. B. Stevens Floral Co. and the H. L. Jackson Nursery Co.

List of Those on Nurserymen's Special Train to Denver

Car 100—Mr. and Mrs. Walter W. Hillenmeyer and party, Lexington, Ky.; Mr. and Mrs. William Natrop, Cincinnati, O.; Mr. and Mrs. Clarence Siebenthaler, Dayton, O.; Mr. and Mrs. O. W. Fraser, Sr., Mr. and Mrs. O. W. Fraser, Jr., Birmingham, Ala.; Mr. and Mrs. Paul C. Lindley, Greensboro, N. C.; Mr. and Mrs. Wm. Flemer, Princeton, N. J.; Mr. and Mrs. Albert F. Meehan, Dresher, Pa.; Mr. and Mrs. L. W. Ramsey, Davenport, Ia.; Mr. and Mrs. E. G. Naackel, Davenport, Ia.; Mr. and Mrs. Wm. Smart, Lake Geneva, Wis.; Mr. and Mrs. Lloyd Stark, Louisiana, Mo.

Car 101—E. C. Robbins, Ashford, N. C.; Mr. and Mrs. Worley, York Springs, Pa.; Mr. and Mrs. R. S. Lake, Shenandoah, Ia.; Homer Welch, Frank Welch, Shenandoah, Ia.; Lee McClain, Knoxville, Tenn.; M. Cashman, Owatonna, Minn.; Sidney S. Greenwood, Rochester, N. Y.; Mr. Adair, Shenandoah, Ia.; Harold Conway, Rochester, N. Y.; A. M. Augustine, Normal, Ill.; H. S. Message, Antioch, Ill.; Ralph T. Olcott, Rochester, N. Y.; Mr. and Mrs. V. A. Vanicek, Newport, R. I.; H. E. Malter, Springfield, O.; A. M. Van Den Hoek, Bridgeton, N. J.; Mr. and Mrs. D. J. Dwins, Columbus, O.; C. R. Erickson, Glenview, Ill.; A. C. Hanson, Wauwatosa, Wis.; H. M. Case, Shenandoah, Ia.

Car 102—A. F. Lake and David S. Lake, Shenandoah, Ia.; Mrs. A. F. Lake and Kathryn Lake, Shenandoah, Ia.; C. H. Andrews, St. Paul, Minn.; John C. Chase, Boston, Mass.; J. J. Teeter, Burlington, Ia.; Mr. and Mrs. M. C. Mackenzie, Boston, Mass.; Conrad Tile Co., West Grove, Pa.; Will Adair, Shenandoah, Ia.; J. R. Bragg, McMinnville, Tenn.; C. S. Barto, Painesville, O.; Vernon H. Krider, Middlebury, Ind.; J. R. Boyd, McMinnville, Tenn.; F. C. Boyd, McMinnville, Tenn.; David B. Lindstrom, Chicago, Ill.; Bert Manahan and party, Detroit, Mich.

Car 103—W. F. Bohlender, H. E. Kyle, C.

Shenandoah Notes

Earl ("Dutch") Gallup was the Man with the Megaphone at the Shenandoah celebration. He kept 'em moving and greatly facilitated the sight-seeing in the comparatively short time at the disposal of the visitors. He was ably assisted by R. M. Gwynn, Harley Deems, L. M. Blankenship, Harold S. Welch and others on the side lines.

A prominent feature of the dinner at the armory was the entertainment by the staff of KFNF and KMA. The KFNF orchestra—all local men except the leader—fully lived up to its reputation as the best of its kind in the state. It played to the great satisfaction of Mayor Hanson of Wauwatosa, Wis., "The Sidewalks of New York," although there was no direct mention of Governor A. L. Smith.

An outstanding dinner event was the part taken by the Paint Boys, formerly Ray-o-Vak Twins, from the KMA studio. High grade vaudeville is their specialty. In their trance act, with one member on the dais blindfolded and the other moving about in the audience selecting articles to be named by the "lady" on the stage, the latter was asked, when Will Ilgenfritz was reached: "What does his palm show?" "It shows," replied the blindfolded one, "that the gentleman must keep earlier hours or he will never live beyond 25 years." "Why, the gentleman says he is already 55." "Well, that just goes to show that he's been a dead one for 30 years."

When it came Earl May's turn to speak, he said: "You've heard Bert talk. If you don't think Ralph Lake can talk, just ask him for a credit if you're not entitled to it."

As the Paint Boys sang in closing, expressive at regret in parting: "But then you shouldn't care. Just tune in to KMA any day and you'll get us on the air," Paul Lindley remarked that he gets the Shenandoah station at 7 a. m. without difficulty at his home in Pomona, N. C.

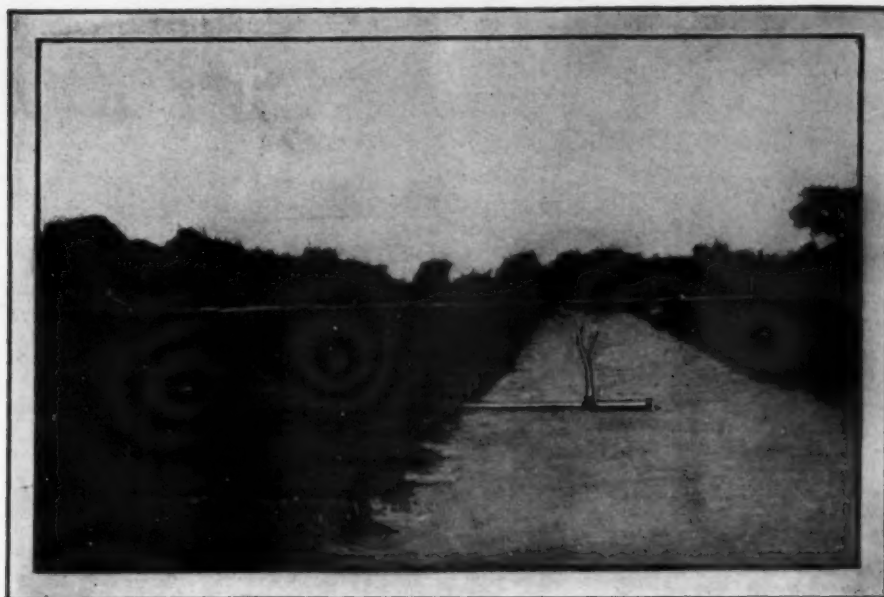
Jackson, Tippecanoe City, O.; C. C. Smith, Charles City, Iowa; G. A. Marshall, Arlington, Neb.; E. S. Welch, Shenandoah, Ia.; Mr. Wilkinson, Atlanta, Ga.; Mr. and Mrs. O. H. Hobbs, Bridgeport, Ind.; W. G. McKay, Madison, Wis.; Wm. Wells, Millville, Ala.; Miles W. Bryant, Princeton, Ill.; W. H. Bell, Huntsville, Ala.; D. S. Vaughn, Huntsville, Ala.; Mr. and Mrs. John Fraser, Jr., Miss Margaret Fraser, Huntsville, Ala.

Car 104—Harry R. O'Brien, Worthington, O.; Chas. A. Ilgenfritz, Monroe, Mich.; Paul Stark, Hannibal, Mo.; George Magrie, J. J. Barnes, Cincinnati, O.; H. B. Chase, Chase, Ala.; O. E. Carr, Yellow Springs, O.; Charles O. Rolfe, Chase, Ala.; George Stein, Philadelphia, Pa.; Donald Wyman, North Abington, Mass.; E. E. Chattin, Winchester, Tenn.; A. McGill, Portland, Ore.; Mr. Kilmer, St. Paul, Minn.; Miss M. L. Riley, Pardeeville, Wis.; Mr. Freeze, Quincy, Ill.; Mr. Bailey, St. Paul, Minn.

Car 829—Paul V. Fortmiller, Newark, N. Y.; Chas. J. Maloy, H. L. Haupt, P. H. Farber, Rochester, N. Y.; L. P. Akenhead, Newark, N. Y.; Mr. and Mrs. E. Horton Bowden, Geneva, N. Y.; Mr. and Mrs. B. Irving Rouse, Rochester, N. Y.; Mr. and Mrs. Peter F. Willems and daughter, Rochester, N. Y.; Mr. and Mrs. D. S. George, Fairport, N. Y.; Mr. and Mrs. George S. Searle, Rochester, N. Y.; Clayton Bunting, Selbyville, Del.; Lester C. Lovett, Little Silver, N. J.

Car 830—Arthur M. Christy, Newark, N. Y.; Chas. W. McNair, Dansville, N. Y.; Henry Hicks, Westbury, Long Island, N. Y.; Mr. and Mrs. L. C. Brown, Donald C. Brown, Rochester, N. Y.; Mr. and Mrs. J. T. Lovett, Jr., and son, Little Silver, N. J.; Mr. and Mrs. C. W. Vredenburg, Rochester, N. Y.; Frank E. Felt, Onarga, Ill.; E. L. D. Seymour, New York City; Clarence Perkins, Newark, N. Y.

The R. R. representative accompanying the party was L. R. Schram, passenger agent C. B. & Q. R. R. Co.



"Don't see how any Nurseryman can get along without SEMESAN"

THE Great Bend Nurseries of Great Bend, Kansas were not alone by any means in writing, "Don't see how any nurseryman can get along without Semesan." Hundreds of nurserymen make the same discovery every year. Disease attacks are such an old story that many nurserymen fall into the common error of assuming that they are necessary evils, unavoidable hazards. Yet just one year's use of Semesan has frequently changed the whole complexion of a nursery business.

J. D. Meriwether of the San Fernando Nursery Co., San Fernando, Cal., says, "We would not feel like doing without Semesan."

And Fred M. Abbey, Mgr. of the Gardenside Nurseries, Shelburne, Vt., likewise says, "I would not want to be without Semesan, now that I have used it."

Writing to another rose grower, Mr. E. R. Clarke, of the Annapolis Royal Nurseries, Annapolis, Nova Scotia, said, "Like yourself, for many years I suffered serious loss from the ravages of mildew. I think you can safely rely upon it that we have the proper preventive of mildew in Semesan. It is going to effect an enormous saving."

Crown gall of apple grafts has caused most nurseries serious losses. Naturally the recommendation of Semesan by the U. S. Department of Agriculture as a specific for this deadly disease was a boon to the entire industry. By using Semesan," write Bunting's Nurseries, Selbyville, Del., "we have eliminated fifty to seventy-five per cent affected trees at digging time which, of course, is well worth while and means a big thing to us."

Write for a copy of Department of Agriculture Circular 376, which gives

results of experiments with Semesan in the control of crown gall.

Semesan is an organic mercury compound containing a disinfecting element deadly to disease fungi and bacteria existing on the seed, but harmless to the delicate seed embryo. It can be used for disinfecting all types of seeds and seed pieces such as bulbs, corms, roots or tubers, as well as for cuttings or sprouts.

Easily and quickly applied in either **dust or liquid** form. Semesan is remarkably inexpensive. Seed treatments for example, cost only about $\frac{1}{4}$ ¢ a pound if used as a liquid: only about 1¢ a pound when applied as a dust.

Semesan is sold by reliable seedsmen, hardware dealers, druggists and general stores. Clearly written, completely illustrated booklets on all crops make everything so simple you can't possibly go wrong.



Use this coupon now. These booklets are worth money to you. They cost you nothing. Use your opportunity now. Duplicate the good fortune of other Nurserymen. Here's the coupon.

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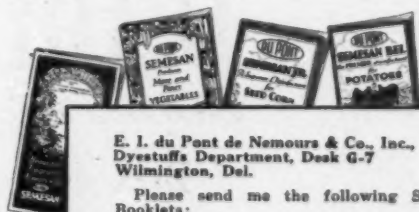
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SEMESAN
for Seed Diseases

SEMESAN, JR.
for Seed Corn

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for Seed Potatoes

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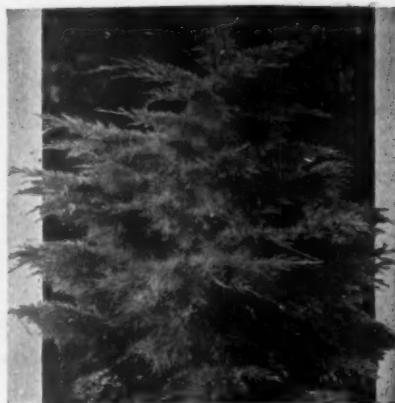


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Dyestuffs Department, Desk G-7
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Please send me the following Semesan Booklets:

() Flower () Corn
() Vegetable () Potato

Kindly write name and address in margin below.



Juniperus pfitzeriana
(Pfitzer Juniper)



Juniperus virginiana kosteri
(Koster Redcedar)



Juniperus sabina horizontalis
(Coast of Maine Juniper)

HILL'S EVERGREENS

In buying Evergreens from Hill's you are dealing with the largest growers in America, who have been growing Evergreens for 70 years. When making comparisons with other stock on the market, do not compare prices only. Be sure you are buying the best strains of Evergreens, true to name, properly root-pruned and transplanted, dug and handled under proper conditions and packed to insure safe arrival.

FIRS				JUNIPERS (Continued)				PINES (Continued)			
	Size	Each	Each		Size	Each	Each		Size	Each	Each
Arizona	2-4 "	10c	1000	Bar Harbor	4-6 "	15c	14c	White	6-8 "	8c	7c
Balsam	4-6 "	7c	6c	Tamariscifolia	8-10 "	30c		White	8-10 "	10c	9c
Balsam	6-8 "	10c	9c	Von Ehron	6-8 "	20c		Scotch	6-8 "	7c	6 1/2c
Long Needled Balsam	6-8 "	10c	9c	Scopulorum	4-6 "	6c	5c	Scotch	8-10 "	8 1/2c	7 1/2c
Concolor	4-6 "	5c	4c	Scopulorum	6-8 "	8c	7c				
Concolor	4-6 "	20c	19c	Virginiana	6-8 "	7c	6c	PSEUDOTSUGA			
Concolor	6-8 "	30c	27 1/2c	Koster	8-10 "	30c	27 1/2c	Douglas Fir	4-6 "	4 1/2c	3 1/2c
Fraser	4-6 "	7c	6c	PACHYSANDRA				Douglas Fir	10-12 "	25c	22 1/2c
Nikko	4-6 "	10c	9c	Terminalis	6-8 "	6c	5c	TAXUS			
Veitch	4-6 "	8c	7c	PICEA				Japanese	4-6 "	10c	9c
Veitch	6-8 "	10c	9c	White	4-6 "	4c	3c	Japanese	4-6 "	20c	19c
CEDAR (Cedrus)				White	6-8 "	4 1/2c	3 1/2c	Japanese	8-10 "	40c	
Atlantica	2-4 "	6c	5c	White	8-10 "	10c	9c	Dwarf Japanese	4-6 "	20c	19c
Deodara	2-4 "	9 1/2c	8 1/2c	White	10-12 "	25c	20c	THUJA			
Cedar of Lebanon	2-4 "	6c	5c	White	12-18 "	30c	25c	American	10-12 "	10c	8 1/2c
JUNIPERS				White	12-18 "	30c	25c	American	12-18 "	20c	19c
Chinensis	2-4 "	5c	4c	Black Hill Spruce	4-6 "	4 1/2c	3 1/2c	American	18-24 "	25c	24c
Chinensis	4-6 "	7c	6c	Black Hill Spruce	8-10 "	10c	9c	Douglas Golden	10-12 "	20c	19c
Chinensis	6-8 "	8 1/2c	7 1/2c	Engelmann Spruce	4-6 "	4 1/2c	3 1/2c	Douglas Pyramidal	10-12 "	20c	19c
Chinensis	10-12 "	30c	25c	Norway	4-6 "	2 1/2c	1 1/2c	Globosa	6-8 "	14c	13c
Pfitzer	4-6 "	14c	13c	Norway	6-8 "	3c	1 1/2c	Hovey	10-12 "	20c	19c
Pfitzer	8-10 "	25c	24c	Norway	8-10 "	10c	9c	Little Gem	6-8 "	35c	
Pfitzer	10-12 "	30c	29c	Norway	10-12 "	12c	11c	Pyramidal	8-10 "	15c	14c
Communis	6-8 "	3 1/2c	2 1/2c	Norway	12-18 "	13 1/2c	12 1/2c	Rosenthal	10-12 "	20c	19c
Communis dep. (Pros.)	8-10 "	4 1/2c	3 1/2c	Norway	12-18 "	16 1/2c	15c	Umbraculifera	4-6 "	15c	14c
Communis dep. (Pros.)	8-10 "	7 1/2c	6 1/2c	Colorado Blue	4-6 "	4 1/2c	3 1/2c	Wareana	8-10 "	20c	19c
Communis dep. (Pros.)	8-10 "	20c	17 1/2c	Colorado Blue	8-10 "	17 1/2c	16 1/2c	Woodward	8-10 "	30c	
Golden Prostrate	8-10 "	45c		Colorado Blue	10-12 "	20c	19c	Woodward	10-12 "	40c	
Communis dep. plumosa	6-8 "	25c		PINES				BIOTA			
Irish	10-12 "	13 1/2c	12 1/2c	Jack	8-10 "	3 1/2c	2 1/2c	Aurea nana	6-8 "	15c	14c
Excelsa stricta	8-10 "	30c		Montana Uncinata	4-6 "	9c	8c	Bonita	6-8 "	15c	14c
Waukegan	6-8 "	20c	17 1/2c	Hill Mugho	4-6 "	11c	10c	Compacta	6-8 "	15c	14c
Japonica	4-6 "	18c	17c	Hill Mugho	6-8 "	14c	13c	Pyramidalis	6-8 "	15c	14c
Japonica	8-10 "	32 1/2c	30c	Austrian	4-6 "	4c	3c	HEMLOCK			
Japonica sylvestris	4-6 "	15c	14c	Austrian	8-10 "	10c	9c	Tsuga canadensis	4-6 "	13 1/2c	12c
Sabina	4-6 "	15c	14c	Ponderosa	4-6 "	3c	2c	Tsuga canadensis	6-8 "	16 1/2c	15c
Sabina	8-10 "	35c	30c	Ponderosa	8-10 "	8c	7c	Tsuga canadensis	10-12 "	40c	37 1/2c
Sabina	10-12 "	10c	9c	Resinosa	6-8 "	8c	7c	Tsuga canadensis	12-18 "	50c	47 1/2c

50 of same variety and size at 100 rate; 500 at 1000 rate. o—Indicates never transplanted. Suitable for bedding out.

Each x indicates one transplanting. D&B signifies balled and burlapped.

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